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Jay Abraham

Marketing Strategy Diagnostic Assessment Results

VOLUME I

This 1500+ page report contains the confidential results of a survey of over 3000 business owners and entrepreneurs on marketing strategy and the implications on their business.

I *guarantee* it will change the way you think about your marketing strategy.

From The Desk of...

Jay L. Abraham

Subject: **Marketing Strategy Survey Results**

Dear Business Owner and Entrepreneur:

In all my wildest dreams, I never expected what I discovered.

I think you will be amazed too.

In preparation, research and development of the Strategy Setting Super Summit, I received over 3000 email responses to my request for people to complete a marketing strategy questionnaire/survey. Over 3000 entrepreneurs and business owners took the extraordinary time and effort to answer 89 very penetrating and provocative questions, to satisfy my hunger to understand the relationship between a well formulated and properly executed strategy AND the success of a business.

If you were one of those who responded, *I thank you*. If you were one of those who responded, I'm sure you were rewarded by the profound insights you received from filling out your own questionnaire. Many, many people have told me what a totally illuminating experience it was for them and how it began the transformation of the way they thought about their own strategy and their business.

I hope you were one of them.

What follows is the cumulative efforts of hundreds of man hours of organization, tallying and documentation. These three 500+ page volumes and over 1500+ total pages contains hundreds of ideas, insights and experiential wisdom. Every page is crammed full of ideas and techniques you can apply to your business. I am offering it to you to learn from and take highest advantage of.

Then--- when you are finished reading this massive document, and you're ready to take the next step in the development of your strategy and your business, I urge you to pick up the phone and call Carl Turner at **1(888)818-8878 or 1(310)944-9106**. Or email him at cturner@covad.net. Tell him you have finished reading the survey results and you now understand what a precarious position you are in by not having a fully formulated strategy and what a tremendous difference it will make to your business and bank account. He'll know exactly what to do next in your situation.

And lastly, remember this: Your business and success **must depend** upon a strategic foundation. Few businesses can sustain themselves indefinitely by being tactically focused and reactive. If you do not have a marketing strategy or do not know how to formulate one again I urge you to call Carl. We've made it extreme easy and pain less for you to remedy the situation.

Your greatest fan and admirer,

A handwritten signature in black ink, appearing to read 'Jay L. Abraham'. The signature is stylized with a large, looped 'J' and a cursive 'L'.

Jay L. Abraham

PS: Keep in mind, not every one person answered every question. Many people left lots of the questions blank. Their reasoning was simple: Sadly, they couldn't understand the question enough to formulate a well thought out response.

They candidly and honestly admitted to me that they just didn't know what certain terms meant or what I was referring to in the question.

That's ok. But it drives home the point I have been making--- **Over 95% of all business owners do not understand marketing strategy and its implications on their businesses.**

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Pre Assessment Pop Quiz

Pre-Assessment Pop Quiz

1. ____ True ____ False When studying my materials, you **constantly** look for new tactics, quick pay back ideas, techniques, methods, scripts and letters which will help you in your quest to grow your business. But **you never can seem to find enough new ideas** from me to keep your business growing at an acceptable rate.

Total: True 340, False 263

2. ____ True ____ False You operate your marketing tactically, *jumping from one sporadic, erratic, and impetuous concept of mine to another*. Your marketing department tends to do things which are intermittent and inconsistent. Some weeks, you'll do an ad, some weeks you'll do a mailing and some weeks you'll do nothing. There's nothing that ties it all together.

Total: True 437, False 174

3. ____ True ____ False **Your business does NOT have predictable cash flow or profitability.** It's always feast or famine. Usually famine. You are constantly forced into short term cash "crisis management", or you are compelled to personally go out and "close some business".

Total: Yes 420 No 187

4. ____ True ____ False You know *you are massively under utilizing your resources* and waiting for external circumstances to change. (In other words, you are being totally **reactive** to the marketplace.)

Total: Yes 395 No 214

5. ____ True ____ False You don't know how to **integrate, let alone sustain** more than one or two of the 287 powerful marketing concepts I have developed over the years.

Total: Yes 412 No 187

Pre Assessment Pop Quiz

6. ____ True ____ False You can recite almost every one of my methods and techniques from memory with theoretical brilliance. But you can't implement any of my methods, even if your life depended upon it.

Total: Yes 174 No 421

7. ____ True ____ False You tried some, perhaps many, of my concepts from my training programs and products, but the results were so meager, you lost your enthusiasm and drive to dominate your industry. However--- **You are absolutely committed to your success and hopeful that the reason lies somewhere in your execution.**

Total: Yes 424, No 164

Question 1. I Know the Difference Between Strategy and Tactic. Strategy Means:

Question 1. I know the difference between strategy and tactic.

Total: Yes 514, No 151

Additional comments:

Strategy means:

1. 30,000 feet big picture where we are going
2. A 50,000 foot view of your business, your vision, your industry and where you want your business to be, to act and to dominate
3. A carefully thought-out approach to achieving marketing objectives given the business situation
4. A clear marketing direction to achieve specific goals via coherent/ integrated marketing activities all working together to achieve an advantage
5. A coherent and consistent marketing plan that builds on previous work undertaken in the past and moves the business towards its goals and objectives
6. A cohesive package or plan to develop, advertise, promote, sell and support your products and customers
7. A complete plan for the business, covering all aspects of running the business, and tying in the marketing and promotions to achieve the desired outcome
8. A complete plan laid out to with the best plans and tactics needed to be implemented to accomplish your goals.
9. A consistent program of "tactics" that work as a cohesive unit, and are used constantly in a systematic manner.
10. A coordinated system that employs many techniques, and is designed to produce specific, desired results.
11. A course of action that is aligned with a vision of success, including long term goals, steps to overcome past habits, bring about new standards and measurements that are aligned with and support the vision, and the systematic program necessary to accomplish each..
12. A designed logic plan of action with expressed effects intended on a market target
13. A direction, a way of doing business
14. A general plan
15. A generalized plan to achieve a goal or goals using methods or tactics.
16. A goal and a method in order to get to it.
17. A long term plan and process to success
18. A long term process utilizing different tactics
19. A long-range plan for getting from one place to another with the least effort
20. A long-term direction and an overall plan to achieve it
21. A particular game plan for achieving an objective (s) taking into consideration the scarcity of resources and tools needed to execute the strategy.
22. A permanent long term change, addition or subtraction to marketing/business plan.
23. A plan

Question 1. I Know the Difference Between Strategy and Tactic. Strategy Means:

24. A plan for a result
25. A plan for success based on the direction you want to go
26. A plan of action
27. A plan of action in which the broad outline of a course of action is delineated
28. A plan of action to achieve desired results e.g. education of your market and clients
29. A plan of action.
30. A plan or method of achieving a particular result
31. A plan that you can implement
32. A plan to follow, continually building on different areas.(ie a steady mail piece plus a referral system, plus joint ventures and host beneficiary relationships.) This constant contact will give you top of mind positioning.
33. A plan to make something happen, that is an organized system
34. A plan to take your business from one place to another.
35. A pro-active plan of what you are going to do in order to achieve a specific objective
36. A sales and marketing plan which uses a variety of programs and means to increase a company's bottom line. This strategy chiefly includes a) providing additional services to existing customers and/or on a more frequent basis, b) identifying additional prospects and converting them to customers, and c) identifying, developing, and delivering additional goods and/or services to provide additional "pillars to the Parthenon" of corporate profits.
37. A strategy is a philosophy of how to implement tactics
38. A strategy is an overall approach that is developed/adopted by an organization or an individual in the hopes of achieving a certain outcome. For example, "wanting to be the premier health club" in the area is the beginning of a strategy.
39. A structured plan to grow our business profitably
40. A systematic structure of response to business needs
41. A total game plan
42. A vision ,high level impact results and outcomes
43. A vision, a place where we want to be and how we are going to reach the vision
44. A way of promoting business or getting business
45. A well planned out marketing plan that is designed to capture attention, increase sales, and dramatically improve profits.
46. A well-founded business plan which defines how all aspects of the business will come together to achieve a defined ultimate set of goals and objectives.
47. Actions integrated into an efficient plan
48. After figuring out what you want out of your time and effort in your business you set up a very efficient overall multi faceted method or master plan to reach or achieve your overall goal or objective you have for the long term so you get what you want out of it. The strategy should take into consideration all elements of the business environment and should be built to take advantage of all conditions and marketing tactics from before, now, and in the future with the most amount of leverage for each and every effort to reach your objective seamlessly with the greatest of ease in the shortest amount of time no matter what the market conditions
49. All business decisions are made as part of a larger, long term vision for the business.

Question 1. I Know the Difference Between Strategy and Tactic. Strategy Means:

- 50. An idea, global concept
- 51. An integrated group of tactics that are a focused concerted effort to obtain an ultimate goal
- 52. An integrated long term approach to achieving an overall objective
- 53. an integrated plan or series of operations that are linked together in some cohesive, thoughtful way, usually with a 1-3 year time horizon in mind.
- 54. An integrated plan that dovetails different marketing ideas into a whole aligned system. I still think the word strategy leaves a lot to be desired though, how about a "Success System" that can be rolled out and completely lays out the details of what must be done and in what order (i.e. a complete checklist).
- 55. An ongoing planned process designed to create customers and sales. Integrated approach that works for my situation
- 56. An over arching plan or approach to HOW to get a desired end result (here, marketing).
- 57. An overall "plan", with a clear objective in mind and an integrated approach for achieving that objective.
- 58. An overall approach devised to achieve stated objectives.
- 59. An overall approach or methodology to achieve strategic goal
- 60. An overall coherent marketing plan
- 61. An overall comprehensive long term plan to ensure on time and budget achievement of fixed written goals
- 62. An overall concept or plan that is the ultimate objective
- 63. An overall coordinated plan of actions over a specific period of time to accomplish a specific goal.
- 64. An overall marketing plan of action
- 65. An overall marketing plan/approach
- 66. An overall method and reason for operating. Like helping people as an means to an end instead of "getting customers".
- 67. An overall philosophical basis for the business that sets the stage for the tactics.
- 68. An overall philosophy or business plan into which certain marketing methods (i.e., tactics) are incorporated
- 69. An overall plan
- 70. An overall plan carefully constructed to guide business activities to most efficiently and effectively achieve your long-term goals.
- 71. An overall plan for marketing my business, which takes into account the business environment in which we live and operate
- 72. An overall plan of attack
- 73. An overall plan of attack
- 74. An overall plan of attack that is consistent and methodical.
- 75. An overall plan on how to leverage every opportunity in your business
- 76. An overall plan to differentiate from competition – how we plan to be different in the eyes of the customer
- 77. An overall plan with specific goals to be achieved.
- 78. An overall process or idea of how to do something

Question 1. I Know the Difference Between Strategy and Tactic. Strategy Means:

- 79. An overall view of how everything is connected and how one action in one area impacts all others, both sequentially and randomly. Also a plan for implementing appropriate actions and for omitting other actions that have a very low payoff. An understanding of how and when actions may backfire, creating a more challenging situation. E.g., the Chinese Art of Placement, aka feng shui, is a strategy that was used by Chinese Emperors and their military advisors to wage war and ensure peace.
- 80. An overarching philosophy or guide for achieving your goals.
- 81. An overarching raison d'être that makes all of your business TACTICS look like the integrated wheels, gears and counterweights working inside a glass clock....
- 82. An overriding long-term plan (war)
- 83. An overriding principle or objective that shapes all marketing activity.
- 84. An overview of the entire process; a game plan.
- 85. anticipatory
- 86. Attacking a plan with objectives for the tactical methods
- 87. Basic objective on which other actions are based, executed and evaluated.
- 88. Being
- 89. Being Proactive: Deliberate and thought out corporate strategy of the method and means to market the company's products and/or services.
- 90. Big Picture
- 91. Big picture action plan geared at achieving a long term or strategic objective
- 92. Big picture game plan
- 93. Big picture, goals and where we want account to be
- 94. Bigger concepts, overall goal
- 95. Birds eye view of where we're going
- 96. Blueprints to building block
- 97. Broad outlook, vision, plan of where/what your business is to be/become
- 98. Broad strokes of the plan
- 99. Build a relationship with the client. Sale comes after.
- 100. Careful long term planning and commitment of resources in order to achieve an aim using various (integrated) modes and tools of "attack". The aim being to defeat the opponents.
- 101. Complete gameplan, a carefully planned, integrated , executable series of actions designed to achieve a goal.
- 102. Comprehensive integrated plan encompassing all aspects of business
- 103. Comprehensive, long term, coordinated, measured
- 104. Concepts and ideas
- 105. Created from within me/us, from the heart, with inner guidance, wholistic view, sustainable long-term, for the highest good of all
- 106. Creating a game plan
- 107. Deciding how to allocate resources
- 108. Decision making at the highest level of a business.
- 109. Define a problem or create a problem then solve it
- 110. Defining a direction and clear objective for a year or multi year time frame

Question 1. I Know the Difference Between Strategy and Tactic. Strategy Means:

- 111. Defining the broad areas of our corporate marketing opportunities; determining where our strengths can dominate one or more segments or niches of that market; defining how best to present those strengths; determining the methods/means for reaching real prospects; and preparing the materials needed to effect a close.
- 112. Defining the next steps
- 113. Deployment of resources with selected tactics or tools to achieve objectives.
- 114. Designing and implementing long term business growth methods
- 115. Detailed game plan
- 116. Determines tactics. Follows core values. 5-10 year timeline
- 117. Determining where you want your business to go in the future, targeting who your customer base is and determining what needs to be done to successfully operate in that direction.
- 118. Developing a long term game plan to accomplish specific objectives
- 119. Developing a long-term vision of what the company will look like, and in what particular market it will be doing business in the future.
- 120. Developing and enacting a long term marketing plan
- 121. Direction + Tactics
- 122. Doing the right things
- 123. Doing the right things
- 124. Establishing a sustainable difference from competitors
- 125. Following a strategic plan of action that is well thought out for what action to taken towards a goal.
- 126. Formalized system based on a battle plan
- 127. Formulation of the complete long range plans to implement the mission i've formulated for my business.
- 128. Full blown plan that incorporates many "tactics"
- 129. Fundamental, positioning, long term being different, seeing the angles
- 130. Game plan, master plan
- 131. General objectives or global purposes, such as dominate this particular market or reach this type of customer
- 132. Getting an advantage
- 133. Global approach to situation
- 134. Goal
- 135. Goal, position on market, uniqueness
- 136. Going after a particular market
- 137. Have a plan
- 138. Having a big long term goal. Knowing where I want my company to be in 5 years.
- 139. Having a clear big picture that guides marketing decisions. Strategy will drive which tactics are implemented.
- 140. Having a detailed plan of action to achieve your objective, and overcome any obstacles in your path.
- 141. Having a long range plan which ties all the tactics together into a workable program
- 142. Having a marketing plan that you follow

Question 1. I Know the Difference Between Strategy and Tactic. Strategy Means:

- 143.** Having a master plan, high level direction, with a top-3 list of goals, and with well thought-out ways to achieve those goals. An overall three-year plan
- 144.** Having a plan at hand, there all the elements are interwoven
- 145.** Having a plan for when to use which tools.
- 146.** Having a plan in which all elements support the overall big picture, and all elements 'tag team' with one another in a cohesive manner, to move an organisation forward.
- 147.** Having a plan of action.
- 148.** Having a plan of how to accomplish success in every area of the big picture of my business, integrating every detail into the overall plan of action. Having a plan of action for every detail
- 149.** Having a plan to implement.
- 150.** Having a planned/organaized/sheduled marketing program(s) Pro-active marketing
- 151.** Having a strategy is looking at your situation, evaluating the resources you have and/or need and developing a plan to get you where you want to go. Your ultimate goal is the end result.
- 152.** Having a vision, a goal for the company with an overall plan
- 153.** Having a well thought out plan and know how to implement it.
- 154.** Having an overall aim or vision that gets you to look for tactics that will work together to support it
- 155.** Having an overall guiding plan for marketing a business
- 156.** Having an overall plan for the business
- 157.** Having an overall strategy in place to systematically use the tactics to gain maximum profit
- 158.** Having an overall 'system' i.e. a battle plan.
- 159.** Having an overview of the market and marketing to the needs of that market
- 160.** Having determined your objectives, your final target/s than worked back through to your start position and created your business plan then you apply your strategy which is the best overall and detailed actions to take with each and every stage to minimize time and costs and maximise your final outcomes
- 161.** Having established a goal and having decided to go for it, strategy determines how to go about implementing the decision to reach the goal. It depends on a good many attributes, including core values, and choices made from among available options.
- 162.** Highest level statement of the objective. Eg, "be number one in sales in xxx industry.
- 163.** How all the pieces of the puzzle fit together. Holestic . How all your marketing works together.
- 164.** How I am going to become the preeminent resource for my customer
- 165.** How I am going to do something?
- 166.** How to fulfill the business mission
- 167.** How you accomplish your goals and objectives. It is a conditional statement, if we do this then that will happen.
- 168.** I have read but not memorized the definitions
- 169.** I make a table ,how to run the future
- 170.** Identifying a General Long Term Objective

Question 1. I Know the Difference Between Strategy and Tactic. Strategy Means:

- 171. Identifying a General Long Term Objective
- 172. Implementing time-tested proven marketing strategies on a consistent basis in order to increase sales and market share
- 173. In English it would be like: unified marketing direction of my business. – as it is in Bottom-up Marketing by Rules and Trust
- 174. In short: winning the war
- 175. Inoculation against the use of other businesses
- 176. Integrating, planning, research and thinking – what Generals and Coaches do.
- 177. Integration towards a goal
- 178. Is a method of action that will separate you from any competitor. It gives you a distinction, an attitude. The how to get there is not as important as the why and the how's must be changeable as your outcomes are approached
- 179. Is considering the internal strengths and weakness of you and your competitors and positioning yourself in light of opportunities and threats.
- 180. Is the key method you have chosen to achieve your goal.
- 181. Is the overall approach you want to take to accomplish your marketing/business objectives
- 182. Is the overall plan: includes the objectives and goals
- 183. Is the planning of an initiative
- 184. Is the planning or directing of a course of action to achieve a defined goal or objective – usually medium to long term time frame and holistic in nature
- 185. It is the overall game plan. The war.
- 186. It is your complete plan that underpins everything you do in the organization. Marketing, Sales, Customer Service, New Product Offerings, etc., are all guided by the strategy
- 187. It's like a plot summary for a movie.
- 188. It's the overall plan for winning the war (or succeeding in business, or whatever. the overall plan)
- 189. It's the whole picture. It's the general strategy in order to cover the performance of all the activities.
- 190. Keeping in mind that you have a specific outcome that you are trying to reach.
- 191. Knowing "where" you are going; long-term business planning and directions; deciding "who" your company is and "how" you want to be perceived (eg. most respected, most trusted, whatever).
- 192. Knowing where you're going
- 193. Knowing who I am as a business, what I stand for, what I want to achieve, and then having a long term perspective on how I might go about achieving that
- 194. Large scale, macroplanning to achieve a broad goal
- 195. Laying out goals and ideas as to what specific customers will want my particular products and services.
- 196. Long term goals for the business
- 197. Long – range view and actions
- 198. Long range plan / goals designed to accomplish specific results
- 199. Long range planning

Question 1. I Know the Difference Between Strategy and Tactic. Strategy Means:

- 200.** Long range planning.
- 201.** Long term
- 202.** Long term , overall plan
- 203.** Long term all encompassing vision
- 204.** Long term approach, big picture
- 205.** Long term business plan to build the success & reputation of my business
- 206.** Long term commitment to a major business concept.
- 207.** Long term goals (3 – 5 years)
- 208.** Long term marketing programs that could supply market demand at a profit for the firm.
- 209.** Long Term overarching
- 210.** Long term plan
- 211.** Long Term Plan
- 212.** Long term plan for overall growth.
- 213.** Long term planning
- 214.** Long term planning to achieve goals from a big picture viewpoint
- 215.** Long term planning.
- 216.** Long term plans – winning the war
- 217.** Long term plans for achieving business goals
- 218.** Long term plans to evoke meaningful changes
- 219.** Long term system/concept
- 220.** Long term view with direction or focus
- 221.** Long term vision and planning with set goals in mind. Outlines a general path but allows for flexibility and forward thinking.
- 222.** Long term vision. Integrated approach. Focussed on the obtaining and maintaining an Strategic Compatitive Advantage versus the competition.
- 223.** Long term/big picture
- 224.** Long term-holistic,never ending improvement
- 225.** Long terms vision
- 226.** Longer term, integrated approach
- 227.** Longer-term policy to achieve major goals
- 228.** Long-term action plan for achieving a goal. Or strategy is the continuous development of a set of actionable and executable items developed through a well thought out process and methodology of analyzing the competitive environment, new technologies, and business processes. A marketing strategy is a set of specific ideas and actions that outline the best way to create, distribute, promote, and price a product or service.
- 229.** Long-term approach
- 230.** Long-term view and vision which is senior and directive to all subordinate activity
- 231.** Long-term, life-span of the industry and beyond; broadest possible view of products/services/client needs
- 232.** Looking at the big picture of the business. Having an end in mind and developing systems to achieve the end results. Rather than looking at parts as being individual

Question 1. I Know the Difference Between Strategy and Tactic. Strategy Means:

- pieces see how they interact together to support each other. By doing this the business will be able to run itself versus being dependant on key individuals
- 233.** Looking at the big picture, organizing tactics into a sequential plan
 - 234.** Marketing philosophy that governs the strategic, long-term, application of tactics.
 - 235.** Master plan
 - 236.** Matching the activities of a business to the environment
 - 237.** Means greatest possible outcome
 - 238.** Means the complete battle plan or master idea to envision, and achieve a detailed objective or vision successfully and completely.
 - 239.** Means to achieve a final objective
 - 240.** More proactive, planning ahead, having a goal in mind, incorporates the goal AND the actions to reach that goal
 - 241.** My battle plan that govern my action directed at achieving my chief aim.
 - 242.** My Core vision for my business – the why, how and where of my business ideas and future ideas for development of my business
 - 243.** My entire marketing objective including a multitude of tactics I currently use and will implement for now and years to come. It includes how I expect to get to my objectives and continue to grow.
 - 244.** My overall “game plan”, my vision for my company.
 - 245.** My overall plan.
 - 246.** My overall, long-term approach to making prospects want to hire me and continue to use me to solve their problems, rather than hire my competitors.
 - 247.** My plan of action.
 - 248.** My Strategic objective is the ultimate place I want to be / I want my business to be in the marketplace.
 - 249.** My understanding of strategy is that you adopt an overall plan, which would include several tactics. For instance, direct marketing, some telemarketing, exploiting hidden talents and capabilities within your business, and always-always-always TESTING to see which works best.
 - 250.** Obtaining a position in the mind of your customers that is favors you against your competitors. The big picture, the war plan
 - 251.** On the “highway of life”, it’s the vehicle that gets you there
 - 252.** Our vision
 - 253.** Over all market direction you want customers and your company to build to
 - 254.** Over all method of Marketing
 - 255.** Over all plan with an end result
 - 256.** Overall integrated marketing plan including internal and external marketing.
 - 257.** Overall approach of towards conducting business.
 - 258.** Overall concept, the big picture, of your business goal
 - 259.** overall concepts that drive my business - its vision, and the way I implement or make real that vision. It’s long-term, far reaching, and horizontal in scope
 - 260.** Overall conceptual plan that includes broad approaches, not specific actions. Can be a business plan
 - 261.** Overall direction and goals of marketing

Question 1. I Know the Difference Between Strategy and Tactic. Strategy Means:

- 262.** Overall framework tying all resources together in a single integrated plan. (Big picture)
- 263.** Overall game plan
- 264.** Overall Game Plan
- 265.** Overall game plan. The big picture
- 266.** Overall goal
- 267.** Overall goal and plan (what)
- 268.** Overall goal/dream
- 269.** Overall goals and objectives
- 270.** Overall guide to marketing – what you want to accomplish as a business.
- 271.** Overall integrated plan that brings together the various elements necessary to achieve a core objective.
- 272.** Overall marketing approach that integrates USP
- 273.** Overall master plan for achieving targeted goals
- 274.** Overall objective, plan of action
- 275.** Overall ongoing plan coordinating use of tactics
- 276.** Overall picture of where the company is going
- 277.** Overall picture, the blueprint.
- 278.** Overall plan
- 279.** Overall plan
- 280.** Overall plan
- 281.** Overall plan of action for an operation
- 282.** Overall plan of action, battle plan.
- 283.** Overall plan that ties actions to be taken with anticipated results for each action.
- 284.** Overall plan to achieve goal(s). (what you plan to do)
- 285.** Overall plan to implement tactics
- 286.** Overall plan, long term
- 287.** Overall plan.
- 288.** Overall planning consistence with vision and objectives.
- 289.** Overall plans leading to fulfillment of a specific goal
- 290.** Overall position you would like your company to be in the marketplaces
- 291.** Overall route-map for achieving the goal(s)
- 292.** Overall vision of how the future should be
- 293.** Overall, what I am trying to accomplish and how I will go about it
- 294.** Overarching goal/position
- 295.** Overarching long term plan
- 296.** Overarching plan to dominate and capture the mindshare of the customer and help your company reach its goals.
- 297.** Overarching, pre-eminent objectives specifying:- Ultimate destination/s - What - Standards for measuring the distance to Ultimate destination/s - Where - Rationale for choice and definition of Ultimate destination/s – Which, Why
- 298.** Overriding concept that all actions originate from

Question 1. I Know the Difference Between Strategy and Tactic. Strategy Means:

- 299.** Over-riding vision
- 300.** Overriding vision to accomplish a stated objective
- 301.** Plan Execution
- 302.** Plan for reaching your goals
- 303.** Plan of action to accomplish specific goals.
- 304.** Plan of action to get the desired results
- 305.** Plan of action.
- 306.** Plan to achieve the set goal at a defined time.
- 307.** Plan to act
- 308.** Plan?
- 309.** Planned approach
- 310.** Planning (3)
- 311.** Planning and directing
- 312.** Planning and direction I am heading in. eg What do I want to accomplish? What do I want each tactic to achieve?
- 313.** Planning for the future with a goal in mind
- 314.** Planning for the medium and long term
- 315.** Planning our moves in advance
- 316.** Planning overall methods to get results toward a goal such as referrals, direct mail, telemarketing
- 317.** Planning where you want to go
- 318.** Plans, Methods, Directions
- 319.** Positioning a la Jack Trout and Al Ries. The single minded focus that exploits a hole in the market.
- 320.** Proactive activities designed to create unique positions in the mind of the market .
- 321.** Putting into place the principal things that will position the company or its product to dominate it's industry and have a long term impact. For example: one strategy would be to establish the company as the industry expert in a certain area or one that set's the buying criteria for a product.
- 322.** Seeking the big-picture, biggest-impact opportunities, and instituting those changes in our business and behavior that will most readily enable us to take advantage of them (the opportunities).
- 323.** Setting the direction in which your company wants to go, what it wants to achieve, a top-line indication of how its going to achieve what it wants to achieve. Also an indication of the time horizon that the objectives have to be achieved in – could be 1 year or next 3 to 5 years.
- 324.** Setting the goal
- 325.** Setting up a global plan with numerous goals and determining what steps need to be taken to achieve those goals.
- 326.** Short or long term approach to get the planned results.
- 327.** Short-term and long-term planning. Basically it is having a plan.
- 328.** Single guiding focus of your marketing. It is the specification which all of your marketing must fulfill.
- 329.** Specific plans

Question 1. I Know the Difference Between Strategy and Tactic. Strategy Means:

- 330.** Strategy are the concepts, demographics, long term projects. Looking at the Big picture
- 331.** Strategy covers the overall approach to market a product or service. It can include several tactics.
- 332.** Strategy in a business and marketing is context the description of the direction and plans of a business within its chosen market. The plans take account of the external environment, competitors and the internal resources of the business its capabilities strengths and weaknesses etc. The strategy process determines how the business will gain competitive advantage and the way this is going to be achieved throughout the marketing mix i.e. pricing strategy communication strategies distribution and channel strategy product and service strategies etc, all of which should be integrated and coherent with the overall direction of the organisation and fit the resources available.
- 333.** Strategy incorporates the overall purpose of your goal together with the detailed means of achieving it.
- 334.** Strategy is an overall plan to achieve an objective
- 335.** Strategy is basically your over all plan for accomplishing your objective
- 336.** Strategy is developing a plan which directly supports the corporate objectives, including sales targets, client retention etc. An example would be our desire to penetrate a new market. We identify the what, who are the potential buyers, revenue potential, difficulty of penetration...
- 337.** Strategy is having a plan, with planned step, in planned sequences, with measurable results
- 338.** Strategy is the complete battle plan, game plan, master plan you formulate and perfect to accomplish something completely. It is the entire blueprint, the complete, integrated, master design schematic. It is the complete layout of how everything fits together to produce the ultimate desired result you are continuously after.
- 339.** Strategy is the long term "How to achieve my goals". With long term I mean within the next 3 to 5 years. A strategy based on a mission or vision. It also describes a company's philosophy and is a leading plan for the future.
- 340.** Strategy is the overall plan for finding, selling servicing and satisfying all clients for the purpose of establishing and keeping them as satisfied customers.
- 341.** Strategy is the overarching philosophy that guides your action
- 342.** Strategy is the What, when, and Why The overriding vision and goal you want your company to achieve.
- 343.** Strategy means a coordinated "big picture" overall plan on how to get from my starting point to the desired final end goal.
- 344.** Strategy means to devise a plan to implement ideas for profitability in my business
- 345.** Strategy means you have a system in place a checklist like mcdonalds you don't react to circumstances things happen automatically.
- 346.** Strategy
- 347.** Sustainable and dominating long term concept
- 348.** Systematic plan of action to achieve an objective
- 349.** Tactics implemented in an organized manor
- 350.** Taking a broad overview with a clear overall mission in mind
- 351.** Taking a broad view and implementing plans that instill a favorable impression upon the perspective client or customer

Question 1. I Know the Difference Between Strategy and Tactic. Strategy Means:

- 352. Taking a long term view - 'draining the swamp' - being proactive - consistency
- 353. Taking a long term view, formulating a business development plan based on the principles of a) defining what you are / can be good at and b) knowing what your target groups want and need, and then c) continuously innovate in accordance with a) and b).
- 354. The "game plan" –All critical events identified including purpose and end results wanted.
- 355. The 20,000 mile view, long range goals , objectives or end result.
- 356. The basic mission for my business
- 357. The best description of strategy I have found is: Generalship
- 358. The big overall plan
- 359. The Big Picture
- 360. The big picture defined by strategic plan
- 361. The big picture goals and fundamental principles by which those goals are pursued. Constant reference points which should not be changed lightly.
- 362. The big picture method of doing business
- 363. The big picture, that is made up of, or made possible by tactics.
- 364. The big picture. Where I want my company to be, to do, to profit
- 365. The big picture. Long range plans.
- 366. The big picture. The philosophy that drives the equation.
- 367. The big picture; the framework that guides the plan to accomplish the overall business objectives
- 368. The big picture; what the overall plan for engagement is to be
- 369. the big plan, the war instead of the battle
- 370. The broad overall direction, incorporating vision, mission and purpose of the business. What are you trying to achieve? What's your business about?
- 371. The broader perspective of my business and the roadmap on how to get there over a certain period of time.
- 372. The complete plan of action or integrated tactics required for success
- 373. The concept every organization has about the industry it operates in.
- 374. The core ideas and concepts developed to increase market share
- 375. The decision on deployment of your resources, which ones and how they related to each other, in order to accomplish your overall goal.
- 376. The detailed game plan
- 377. The entire approach that your business is following and why and how every element of it integrates, advances and deploys the big picture outcome that you're after (from Nine Drivers)
- 378. The focus of our marketing strength, low price
- 379. The game that is being played
- 380. The general approach one takes to achieve results
- 381. The general direction for accomplishing a strategic objective. OR: Strategy is the art of devising and employing a careful plan or process towards a goal."YOU MAY LIKE THIS: The word strategy comes from the Greek "strategos" which literally means "general."

Question 1. I Know the Difference Between Strategy and Tactic. Strategy Means:

- 382. The global view of what you are trying to accomplish.
- 383. The governing methodology .
- 384. The grand overview of why and how tactics are implemented to achieve predetermined goals.
- 385. The grand picture that gives definition to all your actions.
- 386. The guiding long term position and "Code" represented by a company. Will be reflected in any ad or marketing done at a Company.
- 387. The high-level objective that my organization aims to accomplish, and the (high-level) steps that are needed to accomplish that objective.
- 388. The integration of tactics, concepts in an organized planned way to gain a competitive edge in the short run and long run.
- 389. The large overview of where you want to go and what you want to do.
- 390. The larger picture in relation to your competitive position. They are the macro moves you make. Strategies are positioning objectives..
- 391. The long range overlying results you would like to have from you efforts
- 392. The long term "war plan" it's the vision and definition of where you want your company to go.
- 393. The long term approach.
- 394. The long term game plan for the business. What exactly is the method I am going to use / apply to achieve my business goals.
- 395. The long term plan behind what I'm doing
- 396. The long view of what I intend to accomplish, along with the approach(s) I will use to get the desired result.
- 397. The long-term vision and purpose of the company
- 398. The major items you want your business to be know for and you want to achieve
- 399. The master game plan. It's the fundamental philosophy behind everything you do.
- 400. The Master Plan
- 401. The master plan to allocate resources to achieve an objective
- 402. The masterplan for achieving my vision.
- 403. The means by which my business objectives will be met
- 404. The objectives and the plans to develop an advantage over my competitors in the marketplace
- 405. The optimum order, manner, and method arrived at - that each of the tactical elements should be played to produce the best of all desirable results. For example, cards can be played randomly, or according to the conditions of the game – with an approach that takes into consideration your opponents actions and responses. Two approaches – or strategies – each producing opposing results.
- 406. The over all plan and ultimate goal of what the business is about & wants to achieve & the preferred manner in which the goal is to be attained. In war the ultimate goal is to win the war. Strategy looks at the options & determines the approach that is most likely to win as effectively & efficiently way possible. Good strategy ensures a business is 'doing the right things'. Tactics is more about 'doing things right'.
- 407. The overall , long-range plan
- 408. The overall approach to the attainment of a goal which determines the means to achieve it

Question 1. I Know the Difference Between Strategy and Tactic. Strategy Means:

- 409. The overall concept in which we will approach the market
- 410. The overall concept of where I want my company to go
- 411. The overall concept to achieve the desired goals
- 412. The overall design of long term corporate objectives, along with the acceptable parameters that will determine success. In other words what the company wants to achieve.
- 413. The overall end-game results, revealing your business to your clients, and building an enduring process of profitability and service.
- 414. The overall focus and thinking behind the tactics
- 415. The overall formula for growing the business.
- 416. The overall game plan from beginning to end
- 417. The overall game plan in a sentence or two.
- 418. The overall game plan to achieve the ultimate objective
- 419. The overall game plan you have set out to accomplish your intended goals.
- 420. The overall game plan for the marketing plan
- 421. The overall goal that directs all actions in the business
- 422. The overall goal you are trying to achieve with all your resources
- 423. The overall goals and objectives of the business
- 424. The overall goals you want to accomplish, what you want to achieve, how you want to be perceived.
- 425. The overall idea of what I want to implement
- 426. The overall idea to achieve the given goal.
- 427. The overall marketing goals and objectives - Systematic milestones to create business results by a diversity of methods
- 428. The overall or long-range goals and objectives to be achieved – the purpose for which you deploy specific investments and actions (human, organizational and financial).
- 429. The overall picture
- 430. The overall plan
- 431. The overall plan
- 432. The overall plan
- 433. The overall plan and co-ordination of all the actions to get the outcome you want.
- 434. The overall plan and means to achieve it.
- 435. The overall plan coordinating all of the various tactics.
- 436. The overall plan for achieving an objective.
- 437. The overall plan of implementation
- 438. The overall plan of marketing Department to gain a larger market share.
- 439. The overall plan or goals
- 440. The overall plan that drives the messaging of the tactics
- 441. The overall plan to achieve the goal.
- 442. The overall plan, getting from Point A to Point B.
- 443. The overall plan, or goal for marketing.

Question 1. I Know the Difference Between Strategy and Tactic. Strategy Means:

- 444.** The overall plans developed and employed to accomplish a broad objective. It is the central push, which like an umbrella, covers and directs all tactics, methods, and systems used to achieve the broad objectives.
- 445.** The overall position you would like to have in the market place.
- 446.** The overall purpose of the business defined through the eyes of the customer
- 447.** The overall results I want to achieve doing something. For instance getting a customer to think we are the best in the industry.
- 448.** The overall vision 'game plan' of marketing plan
- 449.** The overall vision for the company. It is the one thing that all your ideas should come from.
- 450.** The overall vision of your marketing. The overview of "who you want to be"
- 451.** The overall vision one has for one's business
- 452.** The overall, integrated plan and approach to become the dominant force in a market or business.
- 453.** The overarching pathway towards the ultimate vision
- 454.** The overarching plan for accomplishing goals
- 455.** The overarching plan of action that encompasses everything we are aiming for.
- 456.** The overarching systems by which you plan to use your resources, through tactical deployment, in order to achieve your goals
- 457.** The overriding targets for a period of 3 – 5 years
- 458.** The overriding "context" or framework for all actions taken to support specific goal achievement
- 459.** The overriding direction and plan guiding our marketing efforts and decisions. This affects marketing decisions in a narrow sense as well as systems- and process-related decisions.
- 460.** The overriding principle that drives your marketing system – your offering, pricing, distribution and communication. A strategy describes how you will be uniquely positioned to serve the needs of your targeted market segments. The strategy is the brains behind the business
- 461.** The overview, the purpose of your business
- 462.** The philosophy of how we operate
- 463.** The plan
- 464.** The Plan
- 465.** The plan & mission.
- 466.** The plan or method to accomplish an objective
- 467.** The plan to get from point "A" to point "B" – the "Roadmap" of how you are going to implement different strategies to attain certain results.
- 468.** The plan you follow with a specific goal in mind. Strategy gives you choices for follow-up steps based on outcomes assessment.
- 469.** The plan, the why
- 470.** The planning of your marketing plan. Who is your demographic, what other organization or group has your customer base. Who needs your product or service and why.
- 471.** The policies and plans that define the business and marketing philosophy of the company.

Question 1. I Know the Difference Between Strategy and Tactic. Strategy Means:

- 472. The pre-planning and goal oriented decisions and ideas.
- 473. The pre-planning and goal oriented decisions and ideas.
- 474. The profitable conceptualization of the whole business into a systemic approach.
- 475. The specific goals that you attend to achieve with your marketing effort.
- 476. The ultimate long-term outcome I am looking for, my position in the marketplace
- 477. The ultimate position a business wants to establish in the market
- 478. The ultimate vision, broadest possible view of my business
- 479. The underlying business vision that guides every decision that is made within the business – strategy defines how the business will act according to a global vision or goal
- 480. The underlying reasons you do something
- 481. The use of resources to leverage one's results.
- 482. The Way
- 483. The way you achieve your objectives (road map to achieving success)
- 484. The ways to achieve and implement actions/tactics
- 485. The what of how you will grow the business and compete in the market place.
- 486. The whole picture of my business (the ultimate purpose)
- 487. The why, what, the general how, the to who
- 488. Theory
- 489. There is a 'overall plan' which when executed is like a beautiful symphony. Every method of generating business lends itself to this plan and contributes to the future success of any other, even unrelated methods.
- 490. There is a vision you are trying to achieve with a plan to achieve it.
- 491. Think outside the square, to be proactive instead of reactive. Study all angles in a quick manner before taking action
- 492. Thinking ahead about how different approaches to marketing fit together to create a battle plan for dominating an industry.
- 493. This is a defined means of plans to succeed
- 494. Tight methods of operation
- 495. To have a clearly defined action plan that links to an overall business and marketing plan.
- 496. To have an overall positioning, plan, attack within the marketplace that differentiates you from everyone else and around which all of your marketing and advertising is built and sustained.
- 497. To me is the planning, the overseeing and the use of all the potential weapons and tactics at my disposal that I can utilize to achieve my goal.
- 498. To use military terminology: to have an overall plan for how you're going to execute & win the war. Strategies are the long-term objectives of this larger plan.
- 499. To whom and where
- 500. To whom and where
- 501. To work smart: Everything (or most things) you do, is to produce a steady income from multiple sources in the years to come (without lifting a finger). Planning many years ahead how to maintain that goal. Work to be a market leader in your niche.
- 502. Top level plan encompassing the entire operation for optimal positioning

Question 1. I Know the Difference Between Strategy and Tactic. Strategy Means:

- 503.** Towards a defined goal or objective asses and plan resources to get there
- 504.** Ultimate goal of every transaction (What you are trying to achieve)
- 505.** Ultimate goal or track
- 506.** Understanding the background, the opposition etc of the problem and planning how to overcome the situation
- 507.** Using a larger purpose behind the marketing effort so that everything fits together.
- 508.** Using a sports theme, strategy is the overall game plan while:
- 509.** Vision lead series of actions designed to produce results through the concerted efforts of one or more tactics. Strategies are bound by a longer time horizon than tactics IE Mailings are strategies whn tied to specific objectives and metrics
- 510.** Vision of where the company needs to go longer term and how it is going to get there. Example would be "To be the dominant men's haircutting chain in the U.S. within five years."
- 511.** Vision, masterplan, how do organize my resources
- 512.** Way of getting there
- 513.** We have a overall Strategic intent our organization has set out to accomplish. Everything we do fits under this umbrella and into the fulfillment of our strategic intent.
- 514.** Well, laid out plan with the specific action steps
- 515.** What do I want my markets perception of me to be after encountering my tactics? My outcome when employing a tactic is that I want them to identify me as a top expert so that I have great credibility and they trust me?
- 516.** what I need to do in the medium to long term
- 517.** What I say on the phone. The message I want to convey.
- 518.** What I want to achieve
- 519.** What is my product, who is my customer, and why do they buy
- 520.** What methods are going to be used in a marketing campaign. For example Direct Mail,
- 521.** What needs to be accomplished.
- 522.** What we want to accomplish – our goals
- 523.** What you are doing to meet your objectives.
- 524.** What you expect to receive from your tactics, a plan...and how you react to the results.
- 525.** What you intend to accomplish
- 526.** What you plan to do
- 527.** What you want to accomplish
- 528.** What you want to achieve and why. It is the overarching decision about what your business is and why it exists.
- 529.** What you will do to achieve ultimate goal
- 530.** What you're going to do an how
- 531.** What your business want to achieve
- 532.** Where do we wish to get to?
- 533.** Where you want to go
- 534.** Where you're going

Question 1. I Know the Difference Between Strategy and Tactic. Strategy Means:

- 535.** Who you are . What makes you special, unique, way different. Indispensible. Iressitble.Your emotionally gripping (& unrivaled) USP.
- 536.** Why and to what final purpose
- 537.** Why someone is doing what they are doing. A strategy outlines how an objective or objectives will be achieved
- 538.** Working a plan after consideration of possible outcomes
- 539.** Working to a plane, having the marketing mapped put and working with it, into fruition.
- 540.** You are the general and make decisions over how you will win the total war.
- 541.** You have a marketing plan, and you know where you want to go, how you are going to get there, and when you have arrived.
- 542.** You have a plan that is thorough and each movement builds on the last to achieve a powerful integrated marketing plan
- 543.** You have defined plan, techniques and strategy to apply in your business.
- 544.** Your “game plan” of how you plan on accomplishing a specific goal or task.
- 545.** Your entire plan of operation with a preset outcome in mind for all activities that you undertake.
- 546.** Your main blueprint for achieving an objective
- 547.** Your marketing plan.
- 548.** Your objective is to win the battle
- 549.** Your outcome or purpose you want to achieve from implementing tactics
- 550.** Your overall approach
- 551.** Your overall approach to marketing to reach specific longterm goals for your business.
- 552.** Your overall goal you want to accomplish
- 553.** Your overall plan and how to achieve it
- 554.** Your overriding objective for being in business

Question 1: I Know the Difference Between Strategy and Tactic. Tactics Are:

Tactics are:

1. A device to achieve a particular result
2. A method or calculation.
3. A plan of action that aims success in a particular area.
4. A single device used to accomplish an end.
5. A tactic is a procedure or method of achieving an outcome such as “risk reversal or better than risk reversal” is a tactic which could be used as a one of the ways of gaining service or product acceptance. A tactic can stand alone and might to fit in with an overall strategy.
6. A temporary change, addition or subtraction to a marketing/business plan to try and increase business due to a perceived opportunity or condition.
7. Act on the plan
8. Action (3)
9. Actions and methods used to enact a plan.
10. Actions and methods used to enact a plan.
11. Actions of a short term nature taken to meet an objective for a daily weekly or even monthly or quarterly goal
12. Actions resulting from the strategy
13. Actions taken – right now – to achieve one or more strategic objectives – or in context with a given strategy IE This questionnaire is a TACTIC – an EVENT designed to elicit a particular bit of information that will be used to refine a strategy
14. Actions taken to achieve strategy
15. Actions taken to effect a result that are outcome driven rather than outcome directed.
16. Actions taken to implement strategy
17. Actions taken to reach strategic goals
18. Actions to accomplish a goal
19. Actions to make the strategy happen
20. Activities that are aiming to achieve short or long term goals.
21. Activities to meet interim objectives to help further strategy
22. Activities which support the strategy. Eg, creating a strategic alliance, testing client generation ideas.
23. Activities without an overall vision and plan.
24. Activities: How are we going to get there?
25. actual systems to accomplish a strategy
26. Actual techniques of action steps to full fill the strategy
27. Ad hoc, reactive, one off attempts that have no connection to a bigger picture.
28. Ads or promotions or programs with plans , time line for execution
29. All the things I do to create sales.
30. All the things I do to meet and achieve the strategy
31. An erratic and intermittent marketing plan that is basically a matter of playing catch up and keep up without gaining any ground. As a result, business struggles

Question 1: I Know the Difference Between Strategy and Tactic. Tactics Are:

- and can't compete effectively in the market place.
32. An individual step or effort of a more long term strategic plan
 33. Any approaches to maximizing leverage and return in a single, individual component of marketing a product or service.
 34. Approach you choose to promote i.e.: aggressive or not
 35. Are a systematic approach to achieve your strategy. An example is that I will run a full page ad in X magazine 12 times this year.
 36. Are just hit or miss things to try
 37. Are means or ways to execute that strategy
 38. Are the elements used in the plan.
 39. Are the individual vehicles (Marketing or operational) that the company will employ to achieve the objectives set up by marketing strategy.
 40. Are the methods we use in our day to day marketing
 41. Are the pieces of the puzzle. The individual steps of marketing
 42. Are the ways I implement my plan.
 43. Attempts without a plan
 44. Being Re-active: Temporary marketing methods that are just the results of the "idea of the day."
 45. Closing techniques. Ways of speaking. "tricks" of the trade.
 46. Composite actions required to achieve milestones along the way to vision
 47. Concrete, detailed steps, methods and operations to achieve the Overarching pre-eminent objectives and which specify: Means to achieve Ultimate destination – How – the ways and means Deployment of resources to reach Ultimate destination – Who, What Implementation plans and timetables – When The difference between Strategy and Tactics can be best illustrated in George Washington, the Revolutionary War general, instructing his officers to complete a difficult objective. He is reputed to have said, "But I did not tell them how to do so" or words to that effect.
 48. Current methods you are using to achieve your strategic objectives
 49. Daily workable action to achieve the adopted strategy
 50. Day to day actions necessary to make the strategy work
 51. day to day actions taken to accomplish a specific task (i.e. get market attention and PR)
 52. day to day implementation of the ideas
 53. Deciding where you want your business to go but working more day to day putting out fires and making small steps forward.
 54. Detailed how tos
 55. Detailed marketing initiatives or programs necessary to implement the strategy
 56. Detailed plan, small picture
 57. Detailed steps of how you will achieve the overall objective, these can be numerous, or vary from time to time..
 58. Details necessary to accomplish the strategy.x
 59. Details of doing, completing tasks, implementing plans;
 60. Details of the overall plan.

Question 1: I Know the Difference Between Strategy and Tactic. Tactics Are:

61. Details to implement strategy
62. Different things to do to achieve a result; not necessarily part of an overall organized plan
63. Discrete parts
64. Doing
65. DOING
66. Doing – what soldiers and players do.
67. Doing it
68. Doing the things right (the right things, that is)
69. Doing things right
70. Each task to fulfill each strategy
71. Effectively and efficiently implementing measurable steps towards attaining that mission
72. Event driven, short term, sporadic
73. Execution
74. Execution, short – term.
75. Expedients for achieving specific goals.
76. Follow strategy. 1 day to 1 year timeframes; always adapting
77. Following a defined procedure or technique
78. Getting from point A to point B
79. Grabbing the quickest way to generate short term cash now
80. Hit or miss marketing tactics, done sporadically.
81. How and when
82. How and when
83. How do we get there?
84. How I execute the game plan.
85. How I'm going to accomplish my over all plan
86. How playing the game
87. How the strategies will be accomplished. For each strategy you will have a list of tactics with deadlines for accomplishing them.
88. How the strategy is installed in the customer
89. How things detailed in the strategy are going to take place. For example content, frequency
90. How to enforce the plan, and making it happen.
91. How to get there
92. How to get there
93. How to get there; short-term operations that assist in meeting or enhancing long-term goals, such as specific ad campaigns (including choices of media, message, risk-reversal offers, etc.), products & services offered, targeting market segments
94. How to implement the strategy
95. How to make it happen _- Quick fix solutions
96. How you actually get to where you are going – the “Vehicle” or method by which you travel from point “A” to point “B”. The specific actions taken to complete your

Question 1: I Know the Difference Between Strategy and Tactic. Tactics Are:

- strategy.
- 97. How you are going to meet your objectives.
 - 98. How you get there
 - 99. How you intend to accomplish it
 - 100. How you will achieve it
 - 101. How you're going to get there
 - 102. how you're intending to get there
 - 103. How, when and where will I market
 - 104. I know it on the part of the vocabulary meaning, but I don't know how to implement it profitability and easy workable in my business. Worse, I try for over two years to use some of your ideas without results. Even started blaming that it's too American, what is rubbish of course.
 - 105. I like to think of "tactics" as the tools that one uses in the implementation of a strategy. If we take the strategy of being the "premier health club" in the area – tactics might include: we maintain the cleanest equipment anywhere around, we provide personalized service, we call you by your name every time you visit the club. So basically a tactic is something you use to achieve the strategy.
 - 106. I pay attention on daily market
 - 107. Ideas about fulfilling a short term goal
 - 108. Implementation of strategy means by consistent process
 - 109. Immediate plays used to achieve aim with regard to situation at a given point in time.
 - 110. Immediate, short term projects
 - 111. Implementation and action steps
 - 112. Implementation of idea
 - 113. Implementation of policies and procedures to obtain Long term objectives.
 - 114. Implementation of strategy, the individual steps
 - 115. Implementation of these ideas.
 - 116. Implementation, what tasks you, marketing instruments you use to achieve your objectives
 - 117. Implementation. Trying out new things/testing. Responding to actions by the competition.
 - 118. Implementing plans
 - 119. In our business project based and provide short term results.
 - 120. Incremental steps to take to implement the strategy
 - 121. Individual "tool"
 - 122. Individual actions
 - 123. Individual actions taken towards attaining a specific goal.
 - 124. Individual actions that do work but does not tie into a system or overall plan.
 - 125. Individual actions to achieve an objective, the battle plan
 - 126. Individual activities
 - 127. Individual activities that comprise a marketing strategy.
 - 128. Individual activities undertaken to support the plan for achieving the objective

Question 1: I Know the Difference Between Strategy and Tactic. Tactics Are:

- 129. Individual acts, or weapons
- 130. Individual components of how plan is carried out.
- 131. Individual components of the strategy
- 132. Individual deployments of actions that will result in your strategy being executed.
- 133. Individual efforts, each serving its own purpose without regard for the total picture.
- 134. Individual executions such as DMers or telemarketing
- 135. Individual initiatives that will implement the strategy (How you will achieve the strategy)
- 136. Individual marketing actions
- 137. Individual marketing ideas that bring results however may or may not work together cohesively.
- 138. Individual marketing ideas used to improve my business now like flier distribution, classified ads, sales guarantees etc
- 139. Individual methods and programs to sell goods and services.
- 140. Individual methods of achieving a specific result. A strategy is made up of tactics.
- 141. Individual methods or techniques to achieve specific goals or objectives.
- 142. Individual methods to get there
- 143. Individual methods used to get and keep customers
- 144. Individual methods, which could be used to accomplish a strategy.
- 145. Individual pieces of an overall strategy
- 146. Individual steps to achieving...daily or piecemeal tasks.
- 147. Individual techniques to make prospects place an order with me or inquire of me.
- 148. Individual tools or steps that fit together into an overall strategy.
- 149. Individual, specific actions, any one of which is used to move toward strategic realization.
- 150. Individual, specific methods used to achieve the strategy.
- 151. Interwoven pieces of the strategy that address specific areas of my business. These may deal with different approaches or can be steps in a process.
- 152. Is one move towards a goal
- 153. Is reactionary way of generating end result or objective
- 154. Is the hands-on activities
- 155. Items used to implement the strategy.
- 156. Jumping from one sporadic, erratic concept to another
- 157. Just the actual steps and implementation of the strategy to achieve the predetermined objectives you are trying to accomplish in the first place. In other words the means to the ultimate end goal.
- 158. Just the method used to achieve desired results
- 159. Knowing which tools could be used in a specific situation.
- 160. Lining up, getting troops in motion towards above defined objective or goal.
- 161. Little tricky bits used in reaction to short term stimulus
- 162. Little ways that we plan to achieve that
- 163. local means to achieve sub objectives in order to realize the strategy
- 164. Make the sale Then build relationships.

Question 1: I Know the Difference Between Strategy and Tactic. Tactics Are:

165. Making plans and scheduling marketing activities to .. to find and market to those specific customers.
166. Maneuvers or reactions to the market place, you are responding to what is going on in the market place. Your marketing plan is reactionary.
167. Marketing methods
168. Me too products. Shortsighted. Competition is hard, so it is tactical to find out what the others have bidden – and then go a little bit below to get the order --- You've got the order this time but it didn't help you in the long run.
169. Means for achieving the strategy, which could be adjusted to available opportunities and circumstances.
170. Means of achieving those goals
171. Means or tools used by the strategy
172. Means to execute the plan(strategy).
173. Means to get there
174. Means used to implement the plan
175. Methodology used to achieve the goal or target
176. Methods ?
177. Methods and actions to reach the strategic goals
178. Methods and techniques to achieve your defined objectives
179. Methods of helping to achieve that outcome.
180. Methods of implementation
181. Methods of implementation of that strategy
182. Methods of implementation.
183. Methods of marketing policy to make up overall strategy
184. Methods to implement the strategy
185. Methods we use to achieve our strategy/goals
186. Methods we use to implement the strategy. For example, to penetrate a new target market, we will develop an email campaign, information sessions...
187. Methods you employ to achieve your specific goals.
188. Methods/techniques to achieve strategy
189. More reactive, setting the goal, begin it and then make it up with actions as you proceed to that goal
190. Objectives to achieve the big picture
191. One action at a time ,often not coordinated.
192. One method of implementing a strategy e.g direct mail or telemarketing.
193. One or a few isolated sales devices within your system that address a particular problem or opportunity...
194. One time processes that are not linked to an overall strategy.
195. Operational effectiveness
196. Or specific techniques/mothodologies are: then employed to achieve the objectives of said strategies.
197. Part of the plan, bit and pieces
198. Parts of an overall plan

Question 1: I Know the Difference Between Strategy and Tactic. Tactics Are:

- 199. Parts of the Game Plan implemented
- 200. Performing the day to day activities hands on.
- 201. Pieces to implement the game plan
- 202. Plan, little movements, method to do something
- 203. Procedures that you can implement in a strategy.
- 204. Procedures designed to achieve the specific goals outlined in the strategic plan.
- 205. Putting methods into practice
- 206. Putting that action to work.
- 207. Random ideas
- 208. Reacting short term to various inputs, or just focusing on some elements of a plan, but not looking at the whole plan itself
- 209. Reacting to events as they occur
- 210. Reactive
- 211. Reactive - short term - fire-fighting - 'shooting alligators' – one off events
- 212. Reactive activities initiated by outside forces including the competition and market.
- 213. Re-active marketing
- 214. Reactive to opposition success
- 215. Routes/techniques (possibly short term) to achieve the goal and meet the strategy
- 216. Sales calls, ads, upselling, cross-selling, down-selling, reselling, press releases, articles about me, articles by me, etc
- 217. Short term goals to drive new business
- 218. Short term – contained within Strategy
- 219. Short term – winning the battle
- 220. Short term action
- 221. Short term actions (which can be going) that are the building blocks of the strategy. They tie in together to form a whole.
- 222. Short term actions to achieve strategic vision
- 223. Short term actions to move towards the long term plan
- 224. Short term actions, sometimes reactive, but with the intention of implementing strategy.
- 225. Short term business building devices. They work based on their novelty. Once that wears off, so do the results
- 226. Short term effect
- 227. Short term effort to produce an immediate result
- 228. Short term fixes
- 229. Short term goals (1 year)
- 230. Short term involving only part of organization
- 231. Short term isolated
- 232. Short term methodologies and responding to only current conditions
- 233. Short term methods I am going to apply to achieve results which will take me to the final goal
- 234. Short Term Plan

Question 1: I Know the Difference Between Strategy and Tactic. Tactics Are:

- 235. Short term reactions
- 236. Short term, expedient, fit into strategy, detailed
- 237. Short term, focused; at best, integrating carefully with strategy using flexible planning leading to proactive choice of tactics appropriate to both the strategy and the current situation and creating the best likely possible futures.
- 238. Short term, immediate idea and/or result applications of marketing not necessarily fitting the mold of other marketing done by a Company
- 239. Short term, on-the-ground tasks to achieve the strategy
- 240. Short term/immediate
- 241. Short terms implementation of Strategy
- 242. Short terms sell
- 243. Shorter term techniques to move the company towards its longer term goals and objectives. Examples: Sports sponsorships to build the brand; "risk free" offers to introduce Clients to our concept; real estate locations that have high visibility and traffic.
- 244. Short-range, short-term, possibly even intermediate-term STEPS toward a larger, over-arching strategic plan.
- 245. Short-term actions (battle)
- 246. Short-term actions designed and calibrated to achieve the overall goals and objectives. A good contrast between strategy and tactics can be had by reference to War. A typical strategy in War is to neutralize and control the enemy's territory whereas tactics are the specific means used to achieve this control such as bombing raids, artillery campaigns, invasion by ground troops, psychological warfare, etc. Strategy is the province of the Generals and Colonels and their staffs while tactics are the province of field grade officers (majors, captains and lieutenants).
- 247. Short-term actions to bring the strategy alive. Their time span are specified month by month, They are specified in great detail, usually reviewed week by week.
- 248. Short-term approach
- 249. Short-term course corrections to react to day-to-day bumps in the road on the way to the strategic goal
- 250. Short-term methods and techniques to that achieve milestone results along the way
- 251. Short-term planned actions
- 252. Short-term, react mode responses; single initiatives not integrated with the whole
- 253. Short term implementation of strategy
- 254. Simple blueprints that sum to form a strategy
- 255. Simply one of the elements in a strategy.
- 256. Small action
- 257. Small intermediate steps/actions taken to pursue strategies. Can/should be iterative and frequently evaluated for efficacy.
- 258. Small tricks within the same strategy to increase or win more sales.
- 259. Smaller scale, microplanning for the purpose of attaining smaller but immediate objectives
- 260. Solutions for which strategies will help you achieve
- 261. Specific action, eg. a sales call, a sales letter, a bonus, report, an ad, free offer, a

Question 1: I Know the Difference Between Strategy and Tactic. Tactics Are:

- discount, JVs, customer profiling, constant follow up, an event, a seminar, questionnaires, a media release - any format, a reward program for dealers or salespeople, an endorsement, an easy payment program, gimmicks, etc. Anything your competition can do.
- 262. Specific actions (how)
 - 263. Specific actions one takes to achieve results
 - 264. Specific actions taken for achieving the strategy
 - 265. Specific actions taken to accomplish specific objectives, hopefully related to the global purposes
 - 266. Specific actions taken to implement your marketing strategy
 - 267. Specific actions to achieve the plan or goals
 - 268. Specific actions to take to accomplish the strategy
 - 269. Specific activities
 - 270. Specific activities that support the long term strategy
 - 271. Specific concepts, approaches that can be applied to a specific situation
 - 272. Specific defined actions to produce a specific result.
 - 273. Specific isolated actions that make up the strategy
 - 274. Specific items/issues within the general plan
 - 275. Specific marketing approaches to carry out strategy
 - 276. Specific marketing efforts or actions or campaigns
 - 277. Specific means to execute plan elements (how you plan to do it)
 - 278. Specific methods and approaches used to accomplish my battle plan and accomplish my chief aim/
 - 279. Specific moves or initiatives that are undertaken to implement a strategy.
 - 280. Specific procedures or techniques.
 - 281. Specific processes that implement a strategy and how specific goals are achieved.
 - 282. Specific steps that we take, following the route-map, to reach the goal
 - 283. Specific tasks or programs to be used to accomplish the strategy
 - 284. Specific tasks to be completed (often in sequence) in order to execute the strategy.
 - 285. Specific tasks which may be part of bigger plan if have one
 - 286. Specific techniques and procedures
 - 287. Specific Techniques to Achieve a particular short-term objective
 - 288. Specific Techniques to Achieve a particular short-term objective
 - 289. Specific things I do, such as running a newspaper ad, to get to the next step in my long term strategy.
 - 290. Specific ways in which strategies will be implemented.
 - 291. Specific ways to use individual resources in actual day-to-day situations.
 - 292. Sporadic attempts with specific results. Tactics are not necessarily related to each other
 - 293. Stand alone ideas or approaches to make something happen...often not considered as a part of a plan / strategy; instead something to "try"

Question 1: I Know the Difference Between Strategy and Tactic. Tactics Are:

- 294. Steps on how to achieve the goal
- 295. Steps or actions to achieve strategic objectives
- 296. Steps or actions to take to achieve that objective
- 297. Steps or movements to maintain that plan.
- 298. Steps taken to achieve a specific goal/outcome, not necessarily with the overall picture in mind
- 299. Steps taken to achieve one's goals, part of a strategy
- 300. Steps that are just below strategy but just above operations: Whereas a strategy may be geared toward establishing a particular USP, tactics would be oriented toward setting up the marketing campaigns that support that USP. (That sort of thing.)
- 301. Steps to accomplish the plan.
- 302. Steps to get there
- 303. Steps to implement each phase of marketing
- 304. Steps to take to get to that vision
- 305. Steps we implement to carry out our vision
- 306. Strategies broken down into manageable, achievable steps/ goals
- 307. Supporting activities of game plan
- 308. Tacking action as required. There is not strategy in place. Just o whatever you thing is right at that moment.
- 309. Tactics
- 310. Tactics are merely the steps taken means or measures you use to achieve the strategic goal.
- 311. Tactics are methods and tools I use to help move towards the ultimate strategic objective.
- 312. Tactics are the actual weapons and tools used by area commanders in achieving certain parts of the overall war strategy.
- 313. Tactics are the delivery systems, methods, The game plan
- 314. Tactics are the HOW, How you will achieve the vision and goal. What tactical (marketing) tools you will employ to get to where you are going.
- 315. Tactics are the individual methods and systems (and changes to these) used in generating leads, sales, and fulfillment for customers.
- 316. Tactics are the short term "How tos" to achieve my goals. For example a tactic could be an advertising campaign
- 317. Tactics are the smaller, moment by moment, day-by-day, micro moves you make. Tactics are the methods through which the strategies are brought about.
- 318. Tactics are the specific "action steps" that will help move me forward towards my end goal.
- 319. Tactics are the specific methods you use to achive strategic results
- 320. tactics are the techniques or specific steps one uses to accomplish your strategy
- 321. Tactics are the tools or methods to implement a strategy. While there is only one marketing strategy, there can be many tactics employed to achieve the strategic goal. Disclaimer: Just because I know the difference does not mean I know how to implement them. It is like difference between theory and practice.
- 322. Tactics are the visible evidence of your strategy at work. If your strategy is to

Question 1: I Know the Difference Between Strategy and Tactic. Tactics Are:

- provide customers with on-demand service – you would execute tactics that are focused on distribution – being where and when your clients need you most. There's more – but you get the picture. Tactics are the arms and legs that get the desired outcome.
- 323. Taking something and attempting to put it in place before actually thinking it through completely
 - 324. Talking on the phone. Conveying the message.
 - 325. Techniques and activities that are used as components of a strategy, these are the marketing campaigns and initiatives, the techniques to overcome obstacles, etc. that are tested and refined toward accomplishing specific objectives consistent with the company's strategic goals.
 - 326. Techniques that may be productive but are not part of the overall plan for your business.
 - 327. Tend to be short term and are often one off responses to events.
 - 328. The "tools" that execute the objective defined in the strategy. I.e: setting up host-beneficiary relationships, advertising, direct mail etc.
 - 329. The "way you drive" on that highway
 - 330. The "weapons" that are used in the plan of action
 - 331. The action steps on a daily basis that will be guided by the strategies and ultimately lead to your strategic goals. My tactics all put together achieve my strategic goals.
 - 332. The action steps taken on the way to the result
 - 333. The action steps taken to implement the strategy. Short term, incremental, generally vertical in scope.
 - 334. The action you take in order to achieve results of your strategy.
 - 335. The actions that accomplish the goal
 - 336. The actions to accomplish the strategy
 - 337. The actions to complete your strategic plan.
 - 338. The actions, the what and the whens
 - 339. The activities that you perform to achieve your goals.
 - 340. The actual details or procedures you use to achieve the above position
 - 341. The actual elements of execution that are used to accomplish the strategic objectives
 - 342. The actual events we undertake to achieve the strategy
 - 343. The actual implementing of the game plan details
 - 344. The actual means of implementation; email campaigns, direct mail campaigns if you are talking about marketing for example.
 - 345. The actual methods and tools that I use to implement the objectives and plans
 - 346. The actual methods we employ in our marketing yellow pages free reports etc1
 - 347. The actual steps / actions that you'll take in order to fulfill your stated strategy and achieve the objectives you want to achieve. They are tangible things that you actually do. Strategy is about words – tactics are about actual ACTIONS!
 - 348. The actual steps taken by my business to execute my strategy
 - 349. The actual tasks/programs you use to accomplish your strategy
 - 350. The actual things we do to reach the market.

Question 1: I Know the Difference Between Strategy and Tactic. Tactics Are:

- 351. The actual tools and methods you use to implement that blueprint
- 352. The approach used within each segment of the strategic plan to accomplish the segment goal.
- 353. The campaigns you put in place which help in achieving your strategic objective
- 354. The choice and application of your tactical tools to meet your strategic objectives and your best targeted outcome/s.
- 355. The concepts; the tools; the vehicle or method to implement the strategy
- 356. The day to day actions
- 357. The day to day building blocks to implement a strategy.
- 358. The day to day implementation methods to achieve the strategic goal
- 359. The day to day operating details and plans.
- 360. The day to day operations that you implement to that carries out your strategy.
- 361. The day to day or operational tasks and activities that must be completed to keep the business running. It is possible to do tactical things well (individual tasks) but, if they are not coordinated to fit within an effective strategy – they will be very much less effective than they could be.
- 362. The day to day tools used to pursue your strategy
- 363. The day to day, week to week or month to month operational activities that address specific issues and problems. Ideally, they are determined within the context of a strategic plan.
- 364. The day as to day actions that are in full alignment with the strategy and by continuing with these tactical actions on a day to day, week to week basis, are the steps necessary to achieve the goal or purpose of the strategic plan.
- 365. The day-to-day actions and activities associated with running the business, ideally in support of deployment of the strategy.
- 366. The day-to-day or micro steps taken to implement a given strategy.
- 367. The detailed execution of the goal
- 368. The detailed methods - how to implement
- 369. The detailed steps required to take your business through your strategy. What needs to be done a,b,c to get to your vision.
- 370. The details. The steps in the process that all come together to achieve the strategic end point.
- 371. The efforts, campaigns, and tasks that make the strategy work
- 372. The elements, designs, acts necessary to accomplish in order to get where you want to go.
- 373. The execution and carrying out of the strategy
- 374. The execution of strategy
- 375. The how of implanting your strategy.
- 376. The how...what you do to implement the strategy/goal
- 377. The idea's you will use.
- 378. the implementation and day to day operation of marketing plan
- 379. The implementation and the things you need to do to fulfill your strategy.
- 380. The implementation of specific actions
- 381. The implementation of the plan.

Question 1: I Know the Difference Between Strategy and Tactic. Tactics Are:

- 382. The implementation of varying techniques that together help achieve strategic goals.
- 383. The implementations of strategy and the independent marketing pieces and projects that are actually done.
- 384. The independent processes toward a certain goal
- 385. The individual “things” that must be done to get your objective, hopefully in line with your strategy
- 386. The individual action steps. Often taken without integration into a larger plan or without understanding the reason for implementing. The individual response to a single stimulus, or in response to a series of stimuli.
- 387. The individual actions or steps to get strategy to fruition.
- 388. The individual activities that, together, will achieve the strategy.
- 389. The individual elements designed to accomplish a portion of an objective or to correct errors, omissions, and problems that occur in the course of doing business or pursuing an objective.
- 390. The individual maneuvers and actions taken as part of your strategy.
- 391. The individual marketing things you do, such as a mailout, or an advertisement, or writing a publicity article
- 392. The individual methods used to accomplish this
- 393. The individual methods you employ to achieve your long term goals(strategy) for the business.
- 394. The individual plays in that plan.
- 395. The individual plays within the game plan.
- 396. The individual specific technique.
- 397. The individual steps that must be taken
- 398. The individual tasks one is implementing
- 399. The individual techniques I use to attempt (feebly) to implement the strategy (which is poorly defined).
- 400. The individual things you do. The mailer, promo events the others listed above. The difference is that a tactic is just the single item you try where as the strategy is the overall consistent continual plan to work.
- 401. The key steps along the way towards the milestones
- 402. The logical way(s) in which that organization chooses to do business, abased on the facts and circumstances in that particular industry.
- 403. The map and compass to get us there
- 404. The marketing activity which seeks to work out the overall objective.
- 405. The means
- 406. The means by which I implement my strategy. What I do to make it happen.
- 407. The means by which you achieve your market position on a day-by-day basis – eg the marketing tools/techniques/campaigns you employ.
- 408. The means or vehicles used to achieve overall goals
- 409. The means that helps you to achieve your strategic goal.
- 410. The means that I use to get there
- 411. The means that i use to reach my strategic objectives and measure the results.

Question 1: I Know the Difference Between Strategy and Tactic. Tactics Are:

- 412. The means to achieve the strategy's purpose
- 413. The means to achieve your overall strategy
- 414. The means to create that customer perception
- 415. The means to support the strategy
- 416. The means used to implement the plan.
- 417. The means/methods /actions to undertake the concepts/results defined in the strategy.
- 418. The mechanisms, approaches, methods, steps and vehicles that you use to accomplish or deploy that big picture strategy (from Nine Drivers)
- 419. The media to accomplish my strategy
- 420. The methods of action to achieve the critical events: Ex. "how do I get what I want?" "Do I use this form of marketing or the other?"
- 421. The method to implement the marketing method
- 422. The method that one uses to get to the goal.
- 423. The methods and actions
- 424. The methods and procedures used to implement the strategy.
- 425. The Methods and procedures used to implement the strategy.
- 426. The methods I use to implement that plan
- 427. The methods implemented to achieve your strategy
- 428. The methods of resource allocation and use – often reactive and short-term in nature – in interaction with the actual environment
- 429. The methods used to carry out the strategic plan
- 430. The methods used to carry out the strategy.
- 431. The methods used to reach goal
- 432. The methods used to reach the strategic target(s)
- 433. The methods which I utilize to try and reach my long term goals
- 434. The methods you employ to get you there.
- 435. The methods you use to accomplish your objective
- 436. The methods you use to implement the plan.
- 437. The methods, ideas, and techniques of marketing and other operational aspects to make a business grow profitably.
- 438. The mission, macro level delivery expectations/outputs
- 439. The moves you make along the way to address here and now issues and projects
- 440. The particular items needed to get us to our objectives / goals
- 441. The particular methods I will use to develop the particular market segment.
- 442. The physical implementation of the plan
- 443. The pieces of marketing technique we use to achieve our strategy.
- 444. The pieces of the puzzle that are needed to complete the picture.
- 445. The pieces that make up the game plan. They are the individual battles.
- 446. The pillars that support your strategy. I.e. Direct marketing, telemarketing, j.v., etc.
- 447. The plan to achieve the desired end eg sales calls, ads, referrals, follow-up calls,
- 448. The practical means and processes that you use to implement your strategies

Question 1: I Know the Difference Between Strategy and Tactic. Tactics Are:

- 449. The processes and procedures that I employ in order to implement my strategy within the marketplace.
- 450. The resources deployed to implement the strategy and achieve the goal.
- 451. The short term reactive actions implemented to gain business
- 452. The short-term, things you do to achieve your strategic goals. Eg. A sales letter, or ad.
- 453. The skills and actions needed to meet a goal and or strategy
- 454. The small plans that together build the big one, the battle instead of the war
- 455. The smaller pieces to the bigger puzzle or the various efforts that make up a strategy.
- 456. The specific actions taken
- 457. The specific actions that are done in every single item covered
- 458. The specific actions that we make in pursuit of the strategy.
- 459. The specific actions used which when pulled together implement your strategy
- 460. The specific actions which turn the strategy into reality
- 461. The specific actions you take to implement the plan
- 462. The specific actions you take to implement your strategy
- 463. The specific activities executed, measured, and adjusted throughout the course of the strategic process
- 464. The specific activities I engage in to implement my strategy
- 465. The specific building block steps to implement the strategy, broken down by date and person who is responsible
- 466. The specific campaigns of the plan
- 467. The specific means to carry out the strategy
- 468. The specific methodologies and actions that grow and nurture, and propel the objectives of the strategy.
- 469. The specific methods and tools used to implement the strategy(ies)
- 470. The specific methods by which you intend to implement the strategy
- 471. The specific methods or means employed to implement the strategy.
- 472. The specific methods you'll utilize or implement to those strategies.
- 473. The specific of how to do the strategy
- 474. The specific procedures or actions taken to try and achieve the strategic objectives of the business
- 475. The specific steps taken to achieve the strategy
- 476. The specific steps taken to implement a particular strategy
- 477. The specific tasks and activities required to accomplish the strategy
- 478. The specific things to do to get there
- 479. The specifics done to implement the overall plan
- 480. The specifics of a strategy (who, what, when, where, how, etc.) ALSO: Tactics is the detailed direction and control of your resources.
- 481. The specifics of how the strategy is worked out.
- 482. The specifics tasks or "plays" laid out in the game plan to get you to your intended goal.

Question 1: I Know the Difference Between Strategy and Tactic. Tactics Are:

- 483. The steps taken to achieve strategy
- 484. The steps to get there
- 485. The steps you take to accomplish your plan
- 486. The steps you take to try to achieve short term goals which more often than not, do not necessarily lead in the most productive long range direction, This especially true in most businesses where, generally even the CEO does not understand the concept
- 487. The steps, parts, actions – that can be undertaken individually – but when integrated into an optimum series of moves – produces an invincible result.
- 488. The steps, the specific (action oriented) things that need to be done in order to implement the strategy successfully.
- 489. The systems or techniques used for accomplishing the objectives set forth in the overall strategy.
- 490. The technique or science to achieve the goal.
- 491. The techniques and planning needed to win the battle.
- 492. The things done to fulfill the strategy
- 493. The things that you do
- 494. The things that you do that fit in with your overall strategy.
- 495. The things that you do to try to reach your goals
- 496. The things we do to develop the strategy.
- 497. The things we do to fulfill our strategy
- 498. The things you need to do to implement the plan e.g. seminars, newsletters
- 499. The tools or methods used to execute the strategy
- 500. The tools that accomplish your strategy. Your Advertisements, Sales Scripts, Follow-up Procedures, etc.
- 501. The tools to make and release that movie
- 502. The tools to use for implementation of your plan. I work through the process of: Goals, Objectives, Strategy, Plans, Tactics, Activity also go through a post mortem sales and marketing evaluation by answering the questions: What went right, What wasn't right, What would make it right, and What would make it better.
- 503. The tools used to achieve the strategy
- 504. The tools used to attain the goal – the techniques and tricks used to attain the company vision or goal
- 505. The tools you use to get there – eg advertisements, campaigns mailshots etc.
- 506. The various procedures used in the business to generate cash flow.
- 507. The various techniques used to implement the strategy
- 508. The way to get there
- 509. The way you proceed and implement your strategy
- 510. The ways and means that are necessary to achieve the Strategic Goals, how to accomplish those goals.
- 511. The ways by which we exploit specific opportunities - or deal with obstacles - as we are executing our strategic program.
- 512. The ways to achieve desired results
- 513. The ways, tools, techniques that one uses to achieve the strategy

Question 1: I Know the Difference Between Strategy and Tactic. Tactics Are:

- 514. The weapons to use to achieve the strategic plan
- 515. The work you do to implement your goal
- 516. These are methods which are unlinked and unrelated and when executed create results which are distinctively different from each other and create no sustainable momentum. It does not help build on the business that was created in the past.
- 517. These are the techniques, details, actual letters use to make the strategy work
- 518. Thing I do to go in that direction
- 519. Things that advance the strategy – eg an ad campaign
- 520. Things that need to be done to accomplish the strategy
- 521. Things that you do to implement the top level strategy. An example of a tactic is would be teaching the sales people to educate the customer about the product and company while making the sale.
- 522. This is the action plan or method used to carry out the strategy and might include a specific media for advertising, promotion, trade show, special event and so on.
- 523. Those actions that are utilized to fulfill the goals of the strategy
- 524. Those steps that are short term in nature, have a limited effect and are meant to overcome a temporary challenge. Steps withing a strategic plan.
- 525. Those things used to implement the strategy
- 526. Those things you must do in order to implement the strategy
- 527. To me the individual weapons within my overall strategy I can use to achieve my goal. Example: The strategy in chess is the planning and use of any and all of the individual pawns, rooks, and tactics, etc. to capture the King. The tactics are the individual weapons & means I will use as part of my strategy.
- 528. Tools I use
- 529. Tools or devices used to achieve a strategy
- 530. Tools to achieve that your business strategies. These can be changed or adapted on a more short term basis.
- 531. Translating 'strategy' into concrete action according to the principle of 'greatest return with minimum effort'; all Abraham material in my possession, however, focuses on 'tactics'
- 532. Trying different methods with no follow-through
- 533. Using different forms of marketing to achieve sales
- 534. Usually comprise individual methods that may or may not be related to the the strategic plan for your business.
- 535. Utilization and application of a strategy
- 536. Various crayons, paints, colors I use to paint the picture
- 537. Very short time range activities consistent with the overall strategy
- 538. Ways to achieve strategies
- 539. Ways to achieve the master plan
- 540. Ways we implement strategy
- 541. Weapons/instruments used to reach those goals
- 542. What I actually do to accomplish something?
- 543. What I do to get these results. For instance I might write a special report and offer it to potential prospects.

Question 1: I Know the Difference Between Strategy and Tactic. Tactics Are:

- 544. What I need to do more or less immediately.
- 545. What is tried
- 546. What you actually do
- 547. What you are going to do to implement your strategy.
- 548. What you do
- 549. What you do to accomplish it
- 550. What you'll do to make the plan work
- 551. When you act without any plan or strategy you only react to the circumstances.
- 552. Winning a battle
- 553. Working with ideas here and there, but having no set plan to link them together
- 554. You live in reaction to the (marketplace, your clients, customers, competition etc.)
you do not have systems in place you are in constant fear you have no control.

Question 2. I Have an Overriding Business Strategy Driving All My Business Activities – Specifically All My Marketing Activities. My Business Strategy Is:

Question 2. I have an overriding business strategy driving all my business activities--specifically all my marketing activities.

Total: Yes 258, No 420

Additional comments:

My business strategy is

1. #1. Was to be the best in our own art. And now "We are the one stop shop for our Martial Art". No one offers more information nor can they at this time as we have contractual agreements with the best people in the art. #2. All others will need to buy from us so we are now creating affiliates for marketing our products. #3. Next we will expand these teaching to other martial art systems. #4. We will increase a secondary proprietary information base that will be needed by all systems. Next will be online University study systems.
2. \$5 million in sales this year
3. 1) Establish our position within the global investment & financial community as the most valued source of ratings, commentary and research on Corporates in Europe, Middle East and Africa. 2) Deepen and broaden our relationship with our major rated customers in order to protect, expand, and diversify our sources of revenue.
4. 1. growth through Yellow Page advertising in new markets, 2. focus on discovering and developing 3 new hot vertical markets this year, 3. Use our Web site to make our phone ring just like Yellow Pages makes the phone ring, 4. Implement an ongoing, automated "stay-in-touch" email campaign for Existing customers, Expired customers, New customers, 5. Upsell current customers to higher level service
5. 100% growth for 3 year and \$50,000 gross revenue growth for 7 years
6. 100% referral, family wellness practice
7. 25% increase in turnover compared to last year and from then an annual increase of 50%.
8. 90% to work as a subcontractor for different companies and let them handle the marketing.
9. A 5 on a scale of 10
10. A combination telemarketing, direct market to sell vertical software to distributors and manufactures, supplemented by bi-monthly mailers and promotions
11. A CPA who has specialized in the real-estate industry for 14 years while working both in (a) CPA firms and in (b) real-estate development and management companies.
12. A highly focused targeting
13. A work in progress
14. Achieving excellence and leadership in goal achievement through effective resource allocation; instilling a culture of continuous improvement, fun & strategic awareness; and initiating all key strategies on the basis of advanced, weighted SWOT analysis.

Question 2. I Have an Overriding Business Strategy Driving All My Business Activities – Specifically All My Marketing Activities. My Business Strategy Is:

15. Adhoc driven by customers
16. Advertising
17. All over the place
18. As a supplier of building management solutions for China's commercial building markets, we seek partners & customers which enable us to achieve profitable sales growth with positive cash flow. Perhaps bordering on strategic tactics, but clearly an important facet of the strategy, is that we achieve this strategy via focus on two channels to market: 1) owner-contracted business in those markets whereby we have direct operations capability, delivering value through customers who are seeking: superb project management – delivering solutions on-time, on-quality, and on-budget systems integration – ability to bring all systems data together to maximize value to the owner via lowest cost of total lifecycle operation 2) Third-party system partners in those markets where we are not present, who also provide excellence in project management and systems integration.
19. Be done 12-1-2008. At this time I will have 220 ideal CLIENTS EACH GENERATING A MINIMUM OF \$4000 IN REOCCURRING ANNUAL REVENUE.
20. Be known as the expert in my field and close sales based on excellent credibility and testimonials
21. Be the number one chiropractor of choice
22. Be the number one in Beauty Aids.
23. Beating the competition's strategy
24. Became e-marketing authority in Poland
25. Become known as pre-eminent conservative investment manager in Northern Ohio to grow business more quickly
26. Become one of the top coffin suppliers in the UK
27. Become the "Mercedes" of mortgage companies in the SW section of Orlando by offering my clients/partners inimitable customer service – no loan unmakeable
28. Become the industry standard
29. Become the largest Alpaca ranch in Texas through honest dealings.
30. Become the outsourced Information Technology department implementing Microsoft technology solutions for Southern California medium-sized enterprises.
31. Being developed.
32. Being flexible in supplying WHAT the customer wants
33. Being readjusted due to this exercise. I'll give you the Old and the New (tentative) OLD: We help companies make it happen through: Comprehensive Alignment through Smart Design & Smart Deployment NEW: We increase the capacity of organizations, businesses, and individuals...we help them do more with what they've got...Through: Education (Strategic / Leveraged) How can they (personnel) do more if they don't know how? Re-Organization (Structural Dynamics...Strategic / Leveraged) How can they do more if the structure doesn't support / let them?
34. Being unique vs being a commodity
35. Build a coaching business niched in the professional beauty industry.
36. Build my business through word of mouth. Referral based business are the most stable (myth).
37. Build worldwide client base for OrderMotion system... which produce a perpetual

Question 2. I Have an Overriding Business Strategy Driving All My Business Activities – Specifically All My Marketing Activities. My Business Strategy Is:

- profitable revenue stream, then additionally introduce a whole array of back-end products.
38. Chasing new clients
 39. Communicate with customers about new products. Mass Mailing
 40. Confidential
 41. Continue to deliver the excellent service we currently provide; while increasing quality of service and delivery; while making broadly known to those who we know have or had an interest in our services, the results we are getting. Set an example of a beneficial health improvement practice that other health practitioners can emulate, and will want to emulate due to our success.
 42. Continue to grow gross profits at 20-25% annually through expanded delivery of drilling, DP, electrical, and marine surveys as well as increasing traditional core BOP services. Broaden profit base through additional business units. And continue to ensure customer satisfaction through meeting any and all objections. For example we are changing invoicing practices to include less man-hour detail, which is has proven to be an irritant to customers.
 43. Create a business that can solve problems for prospective clients who will pay a high fee for those solutions because the solutions save them even more money than the consulting cost. Develop a reputation as an expert in the areas of Information Technology due diligence, system evaluation and audit, and IT strategic planning. Build a client base of businesses that use my services on a regular basis. Gradually increase the number of billable days per year until a rate of 100 billable days per year is reached.
 44. Create a niche market
 45. Create specific market niches for our services that competition is minimized and profit margins maximized
 46. Creating a better world
 47. Creating a scalable, potentially global alliance of wellness organizations
 48. Currently being built
 49. Currently to stay afloat and try to generate enough cash flow to meet the fixed and variable costs and try to dig myself out of debt.
 50. CURRENTLY UNDER RE-DEVELOPMENT but is to find international partners to expand.
 51. Deliver effective and practical training to our target audience, in niche areas where prices can be high and profitability high.
 52. Deliver high impact trainings that produce real world results
 53. Deliver high quality, affordable dental care
 54. Deliver Value through Sales Development
 55. Deliver with ease
 56. Depend on subcontracting work from two contractors
 57. Develop a systematic Business Development Plan that can be operated easily and consistently. Monitor that system and make improvements in the areas that are not working
 58. Develop and deliver coaching training
 59. Develop clients from several different avenues of our company's skill sets. Right now we are exploiting only a couple - and we've identified 4 – 5 more that we

Question 2. I Have an Overriding Business Strategy Driving All My Business Activities – Specifically All My Marketing Activities. My Business Strategy Is:

- hope to market effectively over the next couple of years.
60. Develop total expertise in asset protection from local business entities to Nevada to off shore.
 61. Developing client relationships based on trust and excellent service leading to preferred supplier status.
 62. Developing the best business process management software that runs on Macintosh, Windows, and the Internet
 63. Differentiating ourselves from every one of our competitors in everything we do.
 64. direct contact and referral
 65. direct mailing
 66. Direct marketing of unique healthcare products to patients and practitioners on a financial incentive based system. Developing and marketing new methods of diagnosis and treatment of patients that are time saving, more cost effective and give superior results to currently existing systems.
 67. Discount real estate with full service.
 68. Do the best I can with limited resources and manpower and keep making distinctions and taking actions that are within my ability to facilitate that may lead to a breakthrough that will allow me to move from being a one-man-band to a solid company with resources that has a foundation strong enough to develop reasonably, if not exponentially.
 69. Dominate the residential listing real estate market in my marketplace.
 70. Dominating our market through being the preeminent educators and suppliers of excellence in our products and services.
 71. Draw customers which are interested in my field.
 72. Enhance personal, community and business environments globally through the beauty, energy, and fun of world-class original artwork
 73. Establish myself as an industry expert
 74. Extend market share dominance through technology pre-eminence and customer focus.
 75. Failed
 76. Fill all service slots available in schedule
 77. Financial products marketing
 78. Find, serve and keep customers (small local businesses) that will help me fulfill my business mission.
 79. Finding business opportunities that have high ROI
 80. First improve the product so that it is the best available, then start to implement a number of different marketing techniques to bring in more clients primarily via referrals and secondly via direct mail. This will be followed up by utilizing host/beneficiary relationships which will make more sense once our overall client base reaches a certain point (approx. 75)
 81. Five year strategic plan
 82. Floundering somewhere looking for the ideal employee to implement what I need done
 83. Focus on industrial customers and whole sales.
 84. For all practical purposes, non-existent. I'm just starting out in a new one-man

Question 2. I Have an Overriding Business Strategy Driving All My Business Activities – Specifically All My Marketing Activities. My Business Strategy Is:

- venture. I'm in the planning stages. The stock market and poor financial decisions have caused me to get back into the workplace at a late stage in my life. I'm identifying niches that I can help and studying the best tactics I can use to reach them.
85. From each current client – Generate 1 additional project, two (2) referrals ala Jay Abraham and 3 recommendations. Leverage these through regular mailings to keep clients and prospects current and intrigued. Telephone follow-ups with active clients – with transcripts used as a mailing to prospects. Visits when I travel through their neighborhoods, e-cards and notes as I find articles and info of interest to them, community seminars with open enrollment.
 86. Generate maximum profit, over a long period with the least possible risk
 87. Generate net profits while providing quality products and services to the market place.
 88. Get as many new clients as possible!
 89. Getting more profit
 90. Give people more life (Convenience, Service etc), value, and peace of mind during a stressful unwelcome time. (We fix wrecked cars)
 91. Good service, good prices, and good location
 92. Grow 33% per anum.
 93. Grow in selected markets
 94. Grow trust in my clientele in me and my ideas
 95. Has always been “throw it to the wall and see what sticks” I’m not kidding... I have had very sporadic marketing effort over the years. It has apparently not worked for me to have this attitude.
 96. Has unfortunately been more of a reactive than a proactive approach. You know how you just seem to get too involved in one thing and you begin to lose sight of everything else
 97. Have an overriding business strategy driving all my business activities--- specifically all my marketing activities. My business strategy to develop an ongoing revenue stream and sell certain product lines to develop others.
 98. Have enough 12 month clients to live very comfortably and to be able to grow my business from referrals from these clients
 99. Have none
 100. Heaven on earth through services, processes & products which work for the highest good of all
 101. Help as many folks as possible stay out of nursing homes
 102. Help small biz owners building a sustainable and insanely profitable enterprise.
 103. Hold organization together and react to events
 104. I am an internal auditor for a major corporation looking for ways to help that corporation improve
 105. I am most interested in helping my customer’s specific needs. Even if it does not meet my needs and does not directly impact my business.
 106. I am still in the planning stage
 107. I am still working on it
 108. I do some ads, brochure, flyers, spread to mouth to mouth, provide an

Question 2. I Have an Overriding Business Strategy Driving All My Business Activities – Specifically All My Marketing Activities. My Business Strategy Is:

- outstanding job to get more business.
109. I don't know how to implement one
110. I have an overriding business strategy driving all my business activities--- specifically all my marketing activities. My business strategy for marketing is to implement difference streams of lead generating campaigns for myself and my group leaders
111. I have an overriding business strategy driving all my business activities--- specifically all my marketing activities. My business strategy highly opportunistic and this worked well for over 30 years in an industry where markets are resource-constrained rather than demand-constrained - the demand for resources has traditionally been greater than supply in the computing and telecommunications technology industry. This is no longer effective in the current market environment where demand has declined and available resources have not declined proportionately.
112. I have not created one yet.
113. I have re-contacted my inactive clients first by mail in January and then a follow up call. This allowed me to clean up my list too. Finding new contacts and weeding out the businesses that no longer exist. In February I sent another postcard type mailer introducing another feature. Also I have composed a couple follow up letters to new client after the sale and service. This is in addition to the Thank you cards we have always sent. The next step is getting a piece out this month introducing a referral program. And trying an advertising piece for some close out item. With all this I am trying to set up Chet's ideas of at least a 100 client list to keep working for top of mind awareness.
114. I take a pragmatic and realistic approach. Always aware of the debt to profit ratio
115. I wish I had one. I have in the past and my business life seemed much more focused and "clear" then!
116. I'm integrating various pieces at the moment.
117. Imitate success by doing extensive research into successful methodologies.
118. Import products at lowest cost, sell at high margins to vertical markets (bubbles), prepare to franchise.
119. Incite target market to identify themselves and create a communication stream that establishes a long term relationships with them
120. Increase sales by acquiring new clients
121. Is to deliver financial planning services and products that create and reinforce peace of mind in my clients.
122. Jewelry design, manufacture and sales.
123. Just now being worked out.
124. Just now under complete review and will not be ready for another moth or two.
125. Keep current clients happy; gain new clients
126. Keep going
127. Keeping lasting long term clients, increasing lifetime value of customer, obtaining referrals
128. Lacking
129. Learn any new programs that I run across and use the existing marketing programs that I already know about.

Question 2. I Have an Overriding Business Strategy Driving All My Business Activities – Specifically All My Marketing Activities. My Business Strategy Is:

- 130. Learn the techniques used to create the products of my industry and create products no one else has. Marketing these products (decorative concrete interior flooring) to those who would be interested (on a limited budget) while trying to maintain at least a 3-4 margin.
- 131. Low cost, high margin, low tech complexities, crisp identity, branded and proprietary consumer products going to niche markets.
- 132. Low price
- 133. Lower the barrier of entry by giving something away on the front-end, without obligation, and meeting face to face to find out the problems or goals, showing how I can help, and asking for the business.
- 134. Maintain steady growth and profitability
- 135. Make every of my customers happy with their service with us.
- 136. Make money
- 137. Make money
- 138. Make money for the shareholders
- 139. Make sales.
- 140. Meeting with qualified owners of closely held businesses.
- 141. Minimize inputs and maximize outputs
- 142. Most comprehensive Cross border sales and marketing services for companies out of areas of my expertise
- 143. My business strategy
- 144. My company is just getting started and we have limited capital to invest in developing system and such. So my current strategy is to “focus on what I do best” and create partnerships/alliances to handle the rest. I am not ignoring the “rest” just trying to leave that up to the very capable hands out in the world. As far as our business strategy – it is to be one of the premier information and education sources for small business owners who are interested in growing their business and/or improving their life.
- 145. My identity. Only one I the country
- 146. New patients.
- 147. Niche, boutique sales training
- 148. Non existent
- 149. Non existent or weak.
- 150. None
- 151. None
- 152. Not clear (add value to my clients and make money)(
- 153. Not clear or well defined
- 154. Offer best product/service in unique way
- 155. Offer the right product (service) to the right customer at the right price at the right place
- 156. One Call...Does it All
- 157. Online marketing
- 158. Overall strategy is to unify all efforts to grow the business to the level of establishing a new brand, first in the furniture market, and then grow to other

Question 2. I Have an Overriding Business Strategy Driving All My Business Activities – Specifically All My Marketing Activities. My Business Strategy Is:

- markets as well.
- 159. Position my company as the employee benefits provider that helps our clients succeed. Accomplish this by coupling the employee benefits service with a select offering of business growth service(s). Perfect a marketing, sales, and delivery process that is scalable and replicable. License that process to independent agents nationwide.
 - 160. Position myself as the only true way to market without offending industry values.
 - 161. Premium quality and value for money niche player of nails, wires, bolts and nuts and pole line hardware market in the Phil.
 - 162. Presenting our image and product in a manner that brings in the best returns possible
 - 163. Pretty much hit and miss – mostly miss.
 - 164. Profit/performance increase for clients
 - 165. Profitability thru exceptional service to clientele
 - 166. Promote sell and promote
 - 167. Prospect by telephone study my scripts ask people if they want to buy or sell.
 - 168. Provide custom software development, consulting, training on vendor products, resale of vendor products.
 - 169. Provide substantially better service than any other loan brokers
 - 170. Provide unique training programs in project management, quality management to any kind(size) of companies
 - 171. Providing preventive diagnostic imaging services to save lives.
 - 172. Providing products and services for educating aspiring and professional commodity traders in order to make their trading profitably
 - 173. Purchasing homes at below market prices, via a mortgage, and selling them on a 5 year land contract (they will have a mortgage with me) at 10-15,000 above what I have paid and at least 1 % higher interest rate than I am paying- with the buyer paying the taxes and insurance that I obtain.
 - 174. Putting our name in front of our clients or potential clients, every two or three months.
 - 175. Quality Leadership in Marketing-Consulting for small business companies and young entrepreneurs in Austria. My positioning goal is "Consulting – Coaching – Training for entrepreneurial practice in Marketing"
 - 176. Quality Service and reasonable price
 - 177. Quality work and quick turn around
 - 178. Rather dependent upon general advertising with little USP differentiation
 - 179. Reactive and depends only on word of mouth marketing.
 - 180. Reactive to client demands
 - 181. Receive phone calls due to marketing
 - 182. Referrals and cold calls and mailers
 - 183. Referrals
 - 184. Retail and internet sales of supplements
 - 185. Sale of fine art originals and limited edition prints directly to the consumer
 - 186. Sales driven, but inconsistent.

Question 2. I Have an Overriding Business Strategy Driving All My Business Activities – Specifically All My Marketing Activities. My Business Strategy Is:

187. Sell and promote environmentally friendly lawn and garden equipment to homeowners and other gardeners.
188. Sell chocolate
189. Sell the best health information to my customers and enable them to achieve phenomenal results.
190. Selling info products to help small biz. get big results with small expenditures
191. Separate my childcare from the others in the area
192. Setting up a marketing consultancy in the Netherlands based on the 'Abraham principles'. By 'taking my own medicine' building up this practice.
193. Setting up my Mortgage & Trust Co. to be very different than all the competition in this industry.
194. Slowly (but steadily) increase number of clients
195. Source customers cost effectively (pay back cost of acquisition within 3 months), sign them up to a monthly purchasing plan and focus on customer retention & loyalty
196. Specialize in a particular service niche and become a recognized expert in my field.
197. Specializing in helping entrepreneurial companies transition through their stages of growth and development. My major product/service over the last 21+ years has been consulting. The future strategy is to find other products/services (not dependent upon my personal time efforts) to market to my client base and to qualified list to entrepreneurs and their teams.
198. Stay focused in a particular niche and ride the back of big players. (In our case currently we support only handheld computers that use Microsoft software, as opposed to all handhelds).
199. Staying ahead of the competition by delivering more than I promise
200. Staying in my niche small to mid-sized shows.
201. Staying with what works; focus on agility; knowledge; simplicity
202. Still hazy.
203. Still under development but, basically to cater to those new to Internet marketing with advise and product solutions that are dependable and achieve results for the client
204. Take care of clients who come to us
205. Talk to as many people as possible about buying or selling real estate
206. Teaching people to achieve self-sufficiency through growing their own food
207. Thanks for asking this! Now I understand ... my strategy is too fuzzy. Old: be of service in creating awareness of how our environments and our patterns of interacting with money, result in various money challenges, both individually and within our government and businesses.
208. The best service for my customers
209. The positioning of the company as the preferred source of my niche's desired consulting services.
210. This is to be determined. I have been studying your materials for 10 years and have not spent much time applying them. I had to retire from my medical practice for health reasons. I have since started a company Hire Success

Question 2. I Have an Overriding Business Strategy Driving All My Business Activities – Specifically All My Marketing Activities. My Business Strategy Is:

- www.hiresuccess.com We have developed an employee assessment tool using artificial intelligence to help employers make better hiring and development decisions with their employees. I am very interested in your strategy mindset in order to build my company. I am more strategic and my partner is tactical and very skeptical.
- 211. To accept projects with a great content of brainware and avoid volume work with little margins.
 - 212. To achieve 20% market share by year 2004 by giving
 - 213. To achieve preeminence in our industry in Florida by continued growth in market share
 - 214. To acquire more clients
 - 215. To add new customers
 - 216. To address wide-ranging needs for outside services common to most businesses via one phone call made to my office. I have a network of joint venture partners available who act as “sub-contractors” for the various needs of the client. If I do not have the service provider in my stable, I find one. Every service provider is screened for business acumen in his field as well as business integrity. All my marketing activities are aimed at 1) bringing my activities to the attention of as many prospective clients as possible 2) Emphasizing the ease and security of having your needs attended to by pre-screened service providers 3) Keeping in regular touch with clients/prospective clients via a newsletter 4) being seen at networking functions, Chamber of Business meetings etc 5) expanding my database on an ongoing basis.
 - 217. To ask clients what they want in terms of their ability to communicate both personally and professionally and to align and implement my resources to make these wishes come true. I use my dental centre and team as an example of how these strategies work and this is a wonderful cross marketing tool for the dental centre.
 - 218. To assist students to achieve their maximum potential.
 - 219. To be a leader in the field, totally professional, no compromises. This position is applied to each pillar of my business. Everything we do is with this in mind.
 - 220. To be a leading manufacturer and supplier of print and marking products
 - 221. To be a resource for growth and information for my customer; whether they be internal (employees) or external (referral sources AND eventually customers).
 - 222. To be have money to pay the months bills
 - 223. To be in the top 10% of mortgage originators in my state by using my own esp., ie. Superior customer service skills
 - 224. To be preeminent in the creation of web-based internet databases which allow our clients to leave their hard-wired networked computers behind; to give our clients easy and elegant access to all their important information, that helps make them unique and successful, any where and at any time they have an internet connection. With the benefit of our internet-based database creativity, our clients can track and trace their courier parcels; sign up and manage their franchisees; keep track of customers and their needs and appointments from one common database on a 24/7 basis, while anywhere in the world. The same goes for our manufacturing clients who need daily info on their factories’ production, sales, inventory levels and purchase orders. An additional strategy is to use our creativity to carve out an equity position in a few selected ventures where our contribution can be of great value, where we can test and demonstrate additional

Question 2. I Have an Overriding Business Strategy Driving All My Business Activities – Specifically All My Marketing Activities. My Business Strategy Is:

- skills, and establish a reliable venture income stream and significant back end values.
- 225. To be recognized by my markets as the best solution provider of the results they are hoping to achieve.
 - 226. To be the "go to" guy when people in my area think of photo services.
 - 227. To be the Ferrari of the electric bike industry.
 - 228. To be the market leader in just-in-time manufacturing while lowering our inventory levels
 - 229. To be the most cutting edge and innovative software developer in two software categories
 - 230. To be the most knowledgeable, results focused and graphically diverse graphics company anywhere.
 - 231. To be the most educational, value adding company in my field.
 - 232. To be the preferred supplier of natural nutraceutical and cosmeceutical products to NZ women in the next 10 years.
 - 233. To be the premier provider of cash flow solutions to the small business community in the Dallas-Fort Worth Metroplex.
 - 234. To be the premiere provider of architectural services to the high-end residential client in my area.
 - 235. To become a \$8,000,000 company taking products from 3-4 different main suppliers, each of whom could supply several of the elements that make up my offering, and then sell out to the highest bidder between them
 - 236. To become a leading low cost provider of web design, hosting, and ecommerce websites.
 - 237. To become a premier provider of the products and services in the RFID Industry
 - 238. To become supplier of choice for local medium to large organizations requiring expert technical assistance with the design, development and maintenance of their I.T. systems
 - 239. To become the market leader in accounting, consulting and tax services in the Chapel Hill, NC market by 2005 for individuals with annual income greater than \$200,000 and businesses with potential annual profits greater than \$100,000.
 - 240. To become the most respected provider of financial communications and investor relations services in Canada by the professional investment community and public markets as a whole.
 - 241. To become the number 1 company in Pharmaceutical Urology market
 - 242. To become the preeminent producer/supplier of pre-packaged information/marketing products for the fitness/health club industry.
 - 243. To become the primary mid-range to high-end cruise supplier first in the Houston area, then Texas-wide, and then nationwide.
 - 244. To become the world expert company in outsourcing of corporate travel services
 - 245. To become the world's finest business notification service. We will revolutionize our client's experiences of communicating with their clients and their entire universe of business contacts through creative use of existing technology, combining electronic and traditional modes of communication. We provide uncommon value with a focus on bottom-line results for our clients while demonstrating a level of customer service heretofore unheard of in the print, mail,

Question 2. I Have an Overriding Business Strategy Driving All My Business Activities – Specifically All My Marketing Activities. My Business Strategy Is:

- and e-mail industries. Exit strategy is to sell the company for maximum value.
- 246. To build a consulting business, interacting solely within the shade industry world wide
 - 247. To build a database of clients who will buy my products as I feed them to them at the same time adding products and services to feed to them.
 - 248. To build a monthly revenue stream from my core business and then find new market niches that I can expand profitably
 - 249. To build a top of the line investment company
 - 250. To build a turnkey teacher training system so that teachers can be trained to effectively deliver classes after a short training. To build a turnkey marketing system to provide a complete business package to franchise
 - 251. To build a well trained and educated sales leadership team that brings in a constant flow of insurance, mutual fund, and debt consolidation business.
 - 252. To build brand equity and consumer preference to defend market position and stabilize SOM, through limited investment that allows for maximum sustainable earnings growth and return on investment.
 - 253. To build multiple sources of passive/residual income
 - 254. To build my business into a mega empire with multiple streams of income (life coaching, writing books, conducting seminars, selling audio programs, etc.) while helping others live a more fulfilling life.
 - 255. To build my marketing consulting business to an enduring entity that lives beyond me.
 - 256. To build on the success we've achieved in the English market by successfully further penetrating the Scottish market
 - 257. To build targeted responsive customer lists, stratify them by category of interest, survey them for needs and desires, then develop products to meet these requirements and sell to them over and over.
 - 258. To build the company big enough to sell it or lease the products to earn passive income
 - 259. To build the pre-eminent remodeling company offering the most innovative services and products and be the best in marketing our advantages over our competition.
 - 260. To build up the business and sell it.
 - 261. To capture a profitable joint venture by establishing myself and the telemarketing authority.
 - 262. To capture the hair color business of at least 1000 U.S. hair salons who reorder weekly and monthly at our standard profit margins for 5 years or more
 - 263. To connect with people who already have the trust and respect of my target market, get them to trust and respect me and to see how they will be helping their own clients – and therefore themselves – by introducing (referring) their clients to me and my coaching / peer group program.
 - 264. To convince our customers there is a distinct difference between us and the competition.
 - 265. To create \$1,000,000 in sales per year by 2005
 - 266. To create a pillars
 - 267. To create a business that I can sell. The business provides a number of products

Question 2. I Have an Overriding Business Strategy Driving All My Business Activities – Specifically All My Marketing Activities. My Business Strategy Is:

- and services to business owners including vision, planning (Strategic, Financial, resources, implementation), and review
- 268. To create a profitable business exceeds the demands and expectations of its consumers and business customers that will as a result provide my family to live a comfortable lifestyle
 - 269. To create a systematic marketing plan which is automatically carried out via using a computer based customer list. Then we will sell the business or put a manager in
 - 270. To create a unique profit improvement consultancy helping clients of other professionals, (accountants, lawyers etc) in areas that they do not specialize in
 - 271. To create and utilize leverage in all situations to gain our victories through the victories of those we serve. We aim to create leverage and economies of scale to achieve this.
 - 272. To create multiple streams of profits from selling niche-specific, business-growth informational products and services.
 - 273. To create number 1 Truck Maintenance program in the U.S. Selling 20,000 licenses per year for total sales of \$3.9 million per year
 - 274. To create the benchmark for excellence for the industry. We will do this through on a partnership based in trust, integrity, communication and concern for the environment.
 - 275. To cultivate and evolve repeat customers
 - 276. To cultivate and evolve repeat customers
 - 277. To defray our fixed costs as a core business within the bank and move us from a cost center to a profit center by attracting more commercial clients
 - 278. To deliver exceptional counseling that exceeds my clients expectations
 - 279. To deliver superior advice, products & services
 - 280. To develop a business that has automatic recurring income one which will operate without my presence for months on end and that has a desirable and good value when it is time to sell it.
 - 281. To develop a client for life strategy
 - 282. To develop a large enough organization to become self sustaining from a cash flow perspective so that I can devote my time to training/development and replication rather than retail sales.
 - 283. To develop an entrepreneur community using the same marketing strategy that would be used to sell any product or service
 - 284. To develop leaders & more distributors.
 - 285. To develop the volume of activity in order to grow up to 20 people
 - 286. To distribute for a profit my knowledge and expertise in interaction intelligence in person and to integrate the best strategies that make money for me while I sleep.
 - 287. To do more of the same
 - 288. To dominate the haircutting market for men and boys within the next five years.
 - 289. To double my income during 2003
 - 290. To double my profit every 18 months and establish my company as the pre-eminent authority in our field.
 - 291. To earn money. I can't give you a specific strategy because I haven't been

Question 2. I Have an Overriding Business Strategy Driving All My Business Activities – Specifically All My Marketing Activities. My Business Strategy Is:

- operating under one!
- 292. To educate clients, potential clients, referral sources, potential referral sources and assignment editors on legal issues affecting business owners and managers to build trust, highlight problems and promote solutions we offer.
 - 293. To educate my patients to understand the fundamental principles of chiropractic care and to get them to put value on it so they do not have to be “re-sold” every time they come in for an adjustment.
 - 294. To educate the market, to educate the salespeople
 - 295. To establish a clear purpose for the practice, hire highly qualified staff, drive in new clients, retain them, ensure quality of service, and to generate repeat and referral business.
 - 296. To establish a loyal customer base for direct sales of high-quality, ready to eat Caribbean Cuisine items. The desired result is to become successful enough to attract a joint venture with a national brand.
 - 297. To expose my property to as many individuals as possible.
 - 298. To find a niche market for my service/products
 - 299. To find and make available the type of housing that is in demand and we can profit from.
 - 300. To find my target market and go after it.
 - 301. To find new markets, grow and manufacture the best wide mouth plastic container partner for my clients and provide them with amazing insights on jar/product sales.
 - 302. To focus on my core customers
 - 303. To franchise my pet food concept while earning royalty on products I have created for the pet food industry
 - 304. To gain market share of real estate sales coaching.
 - 305. To generate as many sales as possible under the circumstances.
 - 306. To get clients who need to buy or sell a property
 - 307. To get my “business” heavily recognized and acknowledged by the relevant authorities – the sports media – and then to parlay that recognition and acknowledgement into saleable products to the general sports fan.
 - 308. To get prospects to call me because they have heard about me, read something I wrote, been referred by a friend etc.
 - 309. To give the best, most personal, complete & satisfying service possible. (Yes, I know it’s woefully inadequate, but it DID work at the beginning.)
 - 310. To grow 10 percent a year
 - 311. To grow business to \$3.0M in sales in two years
 - 312. To grow market share
 - 313. To grow my business by 10 to 20 percent each year
 - 314. To grow the business through the mass mailing of brokers
 - 315. To grow the company from 50M to 200M by Jan.1 2007
 - 316. To grow the largest alternative and preventive medical facility between Dallas and Denver. Expanding the foundational pillars of treatments and protocols to meet the needs of patients specifically focusing on heart disease, obesity, and chronic pain.

Question 2. I Have an Overriding Business Strategy Driving All My Business Activities – Specifically All My Marketing Activities. My Business Strategy Is:

- 317. To grow with different income streams.
- 318. To have 2 in-home presentations per week with excellent follow-up
- 319. To have a variety of systems of “buckets” in place and activated on a daily basis to help sustain my business.
- 320. to have a wildly successful business operation and to be the best in whatever I do to generate a profitable continuing commercial operation so that all those involved in my company from employees/associates/customers/shareholders and last but not least my family continues to enjoy repeatable successes from year to year in spite of wildly fluctuating environmental conditions.
- 321. To help businesses utilize the Postal Service to their profit and retain some of the value we create as income for us. We created a whole line of products to go from simple giveaways with postal rates and other utilities to \$20,000/year subscriptions that help international corporations bring products into the US very cost effectively. We do all this on subscription basis with yearly fees.
- 322. To help companies in the cable/satellite TV market to improve the success of their business, through market research, marketing insight, and any other complementary services.
- 323. To help manufacturers increase how far every capital dollar goes by providing practical engineering and construction solutions to them on a competitive price basis. I take their problems and solve them.
- 324. To help people become wealthy over time, though “safe” investing. I write detailed investment information reports.
- 325. To help people to find a way of improving their business and themselves in the process. To do that my strategy is to work with small business owners to enable them to grow their business.
- 326. To help you achieve profit and performance levels you never dreamed possible by completely transforming the way your organization works
- 327. To increase my business.
- 328. To increase my client base and gather assets under management.
- 329. To incrementally improve all aspects of my business to empower more and more therapist with my technology
- 330. To introduce cutting edge technology to small and medium sized businesses in the simplest, most direct, and effective manner – thus making the process easy, simple, and profitable for my client.
- 331. To keep things simple, be honest and upfront.
- 332. To know which properties is on market.
- 333. To lead through innovation and the strategic implementation of our technologies. (i.e. we have technologies that we are sitting on until the timing to release them is right)
- 334. To leverage my activity to a degree that others think impossible
- 335. To look for opportunities wherever I may find them.
- 336. To mainly serve the high network corporate market with the UK (this is a new firm of Financial Advisors, two years old) whilst still maintaining a presence in the domestic market using in the Corporate Market innovative tax saving products protecting and maintaining the wealth of all of our clients with a specific aim of selling the business after 10 years at a market value of at least £10 million.

Question 2. I Have an Overriding Business Strategy Driving All My Business Activities – Specifically All My Marketing Activities. My Business Strategy Is:

- 337. To make available all products within my business category on line
- 338. To make best use of our resources servicing the needs of the best customers in our market
- 339. To make money and have fun.
- 340. To make my clients more efficient and more effective.
- 341. To make my company the leader in our field.
- 342. To make the most money possible with the least work possible.
- 343. To market our "Payment Solutions" to retail businesses through independent agents across the country.
- 344. To maximize the value generated from all available resources including: people, products and processes.
- 345. To obtain small donations and cultivate into larger donations and finally into lifetime or estate gifts.
- 346. To offer a service only a limited number of people are aware of. With successful results that are unheard of. Problem is no one has heard of it. Successful treatment and many times elimination of pain conditions.
- 347. To offer marketing consulting on a contingency basis to entrepreneurial companies with sales of between \$5,000,000 and \$50,000,000
- 348. To offer my clients the best possible service available, so that they get optimal results.
- 349. To open my first franchise by December 2003
- 350. To penetrate the highly competitive payment processing business through niche marketing, perhaps through joint venturing with associations or other business entities
- 351. To position my business as the prime provider of our services in the market through unbeatable and unique service provision
- 352. To position my business so that customers seek me out rather than the opposite.
- 353. To position my practice as the primary Family Wellness Practice in my area by presenting us as the chiropractic center to call particularly for children
- 354. To position myself as the most respected, most educational and information business in the marketplace.
- 355. To position myself as the source of information about and supply for break through products in all of the areas supported by Unicity Networks products. I do not have control over the basic marketing activities of the company itself, but have the latitude of developing new materials as long as I obtain the approval of the companies' legal department.
- 356. To position our store in people's minds as the primary place to look for legitimate martial arts equipment for all martial arts.
- 357. To pre-empt my competition and to up sell and educate my customers and to get referrals from them.
- 358. To pre-empt my competitors and to further improve my USP in alliance with other businesses
- 359. To present my company, Capital Providers, as the best alternative to finance my customer's cash needs.
- 360. To present myself as an expert in my field

Question 2. I Have an Overriding Business Strategy Driving All My Business Activities – Specifically All My Marketing Activities. My Business Strategy Is:

- 361. To produce superior products to sell to upscale markets.
- 362. To prospect recruit and develop people in my business.
- 363. To provide a complete source for SMB's to be successful online
- 364. To provide a range of learning programs designed to meet the specific needs of my clients
- 365. To provide a stop solution for all AV requirements of schools.
- 366. To provide a total experience to our clients such that they view Sonlight Curriculum, Ltd. as the "only" home school supply house that could possibly meet their needs as home schooling parents.
- 367. To provide a unique marketing system (called Monopolize Your Marketplace) to businesses up to \$50M in revenue in the NY metro area
- 368. To provide an excellent product at a fair price while adding massive value to the lives of my core clientele and making their lives better by helping them to give fine jewelry as a symbol of the love and honor that they have for their loved ones.
- 369. To provide database solutions that improves my clients' business.
- 370. To provide education and advice for consumers through my website that will make them comfortable doing business with me.
- 371. To provide my market with superior solutions and service, to become profitable, serve my clients, and establish strong client relationships for reselling and backend opportunities. In short, develop customers.
- 372. To provide our clients with SUPERIOR English-to-Hungarian translation on a CONTINUOUS basis (every single time) and help them get most out of their translation budget.
- 373. To provide our customers with a high return on their investment by providing, installing and servicing distinctive industrial vehicles, high speed fabric doors, and in plant office buildings.
- 374. To provide Practical, Useable Skills to Managers – skills they can use immediately in their businesses
- 375. To provide products and services that are unique, almost impossible to get any other place. When providing services to my customers I know that the service itself is very important. Everything starts with a good service!
- 376. To provide relatively low cost but very high quality public relations services on the Internet to PR professionals and to the public.
- 377. To provide small and medium companies with high quality it consultant services
- 378. To provide strategic real estate services.
- 379. To provide tech support and customer service
- 380. To provide the best dental care that I can
- 381. To provide the best financial processing solutions to merchants at a high margin, while growing the company to generate over \$1,000,000 in profits per month.
- 382. To provide the best people, facilities, and product to the most productive audience that will be receptive to our ongoing offerings.
- 383. To provide the highest quality products with best customer service.
- 384. To provide the most comprehensive, accurate mailing lists available, with superior customer service.
- 385. To provide tools and technology for users of industrial risk management and to

Question 2. I Have an Overriding Business Strategy Driving All My Business Activities – Specifically All My Marketing Activities. My Business Strategy Is:

- help our clients help themselves to add value to their businesses
- 386. To provide unexpected levels of client service
 - 387. To provide up-to-date practical information to our customers
 - 388. To put on one new franchisee per week
 - 389. To remove all reasons for companies NOT to make business with me. Create new attractive modules, so that WHEN companies trust me, I can sell those modules over and over again. They just use them and send pay me every year to come. Give those companies a good service, so they will stay in many years.
 - 390. To secure clients through increased perceived value
 - 391. To seek referrals
 - 392. To sell my company within 5 years
 - 393. to sell our products direct to the consumer bypass the middlemen and saving the costs
 - 394. To sell the Proof of Performance Career Portfolio System to all College and University students and college educated workers.
 - 395. To serve and lead in viable niche markets
 - 396. To serve and offer my customers the best and most cost-efficient service, and deliver consistent flowing profits/cash flow.
 - 397. To show people how to maximize their enjoyment in life by obtaining the maximum benefit from their resources, skills and talents.
 - 398. To show the value of my construction Company to all that could use our services.
 - 399. To strive for the success of my clients
 - 400. To take on students on a monthly membership basis.
 - 401. To position my product as number one in my industry. To let my Elva's Jewel Joy clients know that we love them and to make it easier for them to obtain our Product's.
 - 402. To use creative real estate to finance and learn more about "master marketing" and how to promote it as a business.
 - 403. To use my business to sustain my lifestyle.
 - 404. To use my offline and online copywriting experience to outsell and take away market share from my competition
 - 405. To use referrals, joint ventures, and cold calls.
 - 406. To utilize every resources to obtain sustainable and predictable cash flow while provide unparalleled service to my clients
 - 407. To utilize my 22 years of corporate selling experience, and my technical education as an engineer, to differentiate the quality of service that I provide to my clients/customers as a technical marketing & sales specialist.
 - 408. To win more new business of the right type between now and the next three years.
 - 409. To work through natural health practitioners, reaching their clients to purchase their health needs from my business. Supporting the practitioners with commission and in turn building a community of practitioners and supporting them in their work. Providing an excellent service for their clients as well.
 - 410. To work with only a few clients building my knowledge and getting real results. Then use this to apply across a greater number of businesses and employing

Question 2. I Have an Overriding Business Strategy Driving All My Business Activities – Specifically All My Marketing Activities. My Business Strategy Is:

- people to undertake more of the labor intensive work.
- 411. To work with targeted companies who have problems achieving their desired levels of growth and recognize they need outside help.
 - 412. Too general and uncoordinated
 - 413. Transform visitors in subscribers and subscribers into customer and customers into affiliates
 - 414. Trust, Service & Pricing.
 - 415. Turn clients into my best salespeople
 - 416. Undefined
 - 417. Under development
 - 418. Undeveloped at this time!
 - 419. Unfortunately only a small portion of 'big picture' focused strategy and largely tactical and reactive to the market etc.
 - 420. Unique
 - 421. Unique
 - 422. Use an information based electronic business servicing existing customers and creating new customers using referrals and alliances generated from relationships with current customers and personal and professional associations. These relationships will generate demographic and psychographic data to help enter and develop other niches as well as generate information for producing backend sales.
 - 423. Use open source software to build web applications
 - 424. Use results to prove my worth beyond others in my area.
 - 425. USP's, HotLines, Direct Mailouts
 - 426. Utilize maximum leverage by approaching and working with association and club members.
 - 427. We are working on it now by starting the research on our market.
 - 428. We package and present your story creating equity to fulfill your dreams. We never give up and we think outside the box. We ideal client will have a net worth of \$500K
 - 429. We specialize in marketing services to US ICT companies that wish to enter the European market
 - 430. Within the next 5 years Softura will have offices worldwide providing software solutions and services that consistently solve their customers' problems. Sales will exceed 50,000,000 and Softura will have more than 10 offices worldwide. Softura will attract all types and sizes of customers. Every customer, employee and vendor is treated with honesty, integrity, dignity and respect. Softura will be thought of as the company that provides end to end solutions of the highest caliber and value. Softura is a company the customer can count on when they need the job done right, on time and within budget. Softura will be one of the most desirable companies to work for. Employees have a sense of ownership and pride in the company as demonstrated by being recognized as one of the top companies to work for in both the United States and India. Employees can go and get a job virtually anywhere in the industry as a result of working at Softura. Every aspect of the production of software will be standardized and tightly controlled. The services will consist of, product management, program management, development, quality assurance, user education and delivery. We

Question 2. I Have an Overriding Business Strategy Driving All My Business Activities – Specifically All My Marketing Activities. My Business Strategy Is:

will also have a product division, which is ever evolving, as the needs of the market change so shall our products to meet them. Softura revolutionized the software development process just as Henry Ford revolutionized the car industry by being able to assembly line software and ideas into working solutions that meet the customer's expectations consistently.

- 431. Work as part-time CFO for multiple clients and be compensated with both monthly fee and participation in equity.
- 432. Work harder than my competitors
- 433. ZIP... Nada... other than keep clients happy & meet or exceed expectations

Question 2: My Master Marketing Strategy is:

My master marketing strategy (which is different from my general business strategy) is :

1. #1: Piggy-back with large integrators or smaller firms that have direct access to our Dream 100; #2: Go direct to our dream 100 and open up new market segments
2. 100% Satisfaction Guarantee. While working in corporate America, I quickly realized that "you don't have to be "good" at what you do to survive; you just need to not suck as bad as the other guy" (© 2001 Brian Tuffy). I hate this philosophy – everyone gets gypped – so I am encouraging all of our clients to "vote with their dollars".
3. A combination of Internet driven through search engine ratings and email listings, and word-of-mouth, local advertising at this stage. Later marketing campaign will include national advertising in trade mags, etc.
4. A covert exercise that my clients complete as part of their training - they must do there role plays with there clients or suppliers which causes them to need to introduce me - the result is a funnel of prospects.
5. A gradual marketing process
6. Acquire Internet properties with traffic to build my databases.
7. Active networking and pr
8. Again to be different
9. Aims at educating customers and prospects about the benefits of our products and services, developing and sustaining our customer base and expanding our customer based on referrals. Referral involves acquiring individual customers as well as "systems" customers who have similar client bases who could benefit from our products and services. Acquisition of these relationships also serves to expand our product and service domain so that we can sell our customers products and services produced by these businesses as co-marketed products and services.
10. Alliances
11. Always give high value to the customer first before asking for reciprocal action
12. Always take the high road. Preeminence
13. As time is available generate new accounts
14. Ask for more referral business.
15. Based on individual pillars listed immediately below.
16. Be "professional" and customer/client oriented
17. Be everywhere the specific buyers are
18. Be known as the solution to prospects and clients when they need help creating results
19. Be the easiest, fastest, most enjoyable way to provide extreme profits for my clients by being the wide mouth plastic container expert/partner for my clients and provide them with amazing insight on jar/product sales to wholesale club stores.
20. Be the most fair and trusted fine art advisor/provider for my clients, both the patron/consumer client as well as the artist/provider client
21. Become a ONE-STOP shop for the products I sell
22. Begin with a two step direct response campaign that first identifies qualified prospects and than sells them on the benefits of buying into our marketing program. The other components of the marketing mix would be launched or implemented shortly after the direct response campaign got underway. Direct face

Question 2: My Master Marketing Strategy Is:

- to face sales are also part of the sales process.
23. Being developed
 24. Being different from the other photographers in the area. Provide better quality product and service.
 25. Better service existing customers (clients) and develop new ones.
 26. Bring honest value and sanity to a confusing telecom marketplace
 27. Build my mailing list and sell to them repeatedly.
 28. Build relationships with clients and prospects to create "Stammkunden"
 29. Can't say what our company's corporate marketing strategy is. I am defining my personal business strategy now.
 30. Changing the rules of the game, outmaneuvering the competition
 31. Changing to become integrated with the goals and visions of the organizations
 32. Chase new clients and occasionally service the back end
 33. Cold call everyday for a min. of 3 hours starting and stopping at the same time.
 34. Compelling
 35. Compelling
 36. Completely fresh and clear method of teaching(in comparison of my competitors)
 37. Confidential
 38. Connecting with people of like spirit & mind
 39. Consistently do the things that work and drop the things that don't work.
 40. Constantly market to prior clients
 41. Contact Oilfield Customers and find out if they require shelters.
 42. Contact architects, interior designers, homeowners (upscale) through print ads and TV commercials (cable) later this year. Also promote the restaurant floors I will be doing this spring
 43. Create 8 income streams, with each bringing in a minimum of 10 loans a month
 44. Create a buzz
 45. Create a marketing awareness of the quality products and services my company offers and how they can benefit everyone
 46. Create different streams of income from my current client base.
 47. Create in the minds of our customers the idea that our business is the logical (and perhaps the only) solution to their needs.
 48. Create new ways for my clients to obtain my product.
 49. Creating one proven method & sticking with it
 50. Creatively promote to realtors without seeming too boastful
 51. Credibility and trust are two important factors in gaining new customers. With the collapse of some Telcos and some IT companies and the fact that generally IT service people don't deliver what they promise (but only ask you to keep updating the software/hardware), there is great amount of mistrust of IT service companies. Our way to approach prospects is to go through people/organization that already has a strong relationship with the prospect.
 52. Cultivating local centers of influence to refer my services to other successful people.
 53. Currently being reviewed and enhanced. Our strategy is to maintain our marketing focus on becoming the dominant provider of relocation announcement

Question 2: My Master Marketing Strategy Is:

- services for businesses nationwide (Our niche—relocation announcements are the notices that businesses need to send to inform their clients, vendors and other contacts of their new contact information when they open new offices or facilities). After demonstrating outstanding value to clients, including noteworthy increases in client revenue, and an unprecedented hassle-free experience sending profitable communications to their clients, we will continue to market and sell an expanding array of similar communication services to enhance every aspect of their businesses.
54. Currently to open four more educational centers within the next year
 55. Deliver exceptional customer value
 56. Deliver integrated solutions to interaction problems
 57. Deploy a combination of specific tactical actions which independently and collectively support my USP as the logical preferred source of service.
 58. Develop and sell differentiated products around credible core stories according with the interests of the market segments.
 59. Develop 5 specific revenue streams that cover the needs of my customers and make best use of the company resources.
 60. Develop a print ad that will generate traffic.
 61. Develop communications which are different and induce trust in my clientele
 62. Develop long-term ongoing revenue from large customers.
 63. Develop referral sources from current patients and other doctors
 64. Develop relationship and internal referrals
 65. Develop ways to segment the market and market to those that we can most efficiently develop.
 66. Differentiating my firm from the competition
 67. Direct mail combined with individual salespeople
 68. Direct mail to top officers in local real-estate companies, supported by press clippings and articles in trade publications
 69. Direct Mailing coupled with targeted advertising
 70. Direct marketing
 71. Direct response advertising combined with telesales and face to face sales.
 72. Distinguishable as better from every one else
 73. Diversification beyond the traditional golf school model enabling us to continuously add customers and profits.
 74. Do extensive market research and testing prior to any launch. Base all decisions upon results of prior campaigns and efforts.
 75. Do not compete on price, when possible develop multiple lines of income from the same client.
 76. DO NOT KNOW
 77. Dominate my local market by educating clients on my companies USP.
 78. Dominate my niche via
 79. Dominate niche markets to allow for freedom of price / profit
 80. Dominate our niche
 81. Dominate the market
 82. Don't have one

Question 2: My Master Marketing Strategy Is:

83. Don't have one , mostly reactive
84. Don't have one / Referrals
85. Don't have one; we market pretty much word of mouth and via referrals.
86. Dream 100 Approach
87. Education
88. Essentially the same
89. Find and keep clients. Start with a broad base of different businesses that have an interest in operating more sustainable. Exceed their expectations (Wow factor and treat them with 'pre-eminence') and turn them into life-long clients who promote the business and actively bring in referrals. Create a membership & community of people & businesses who belong to and contribute to the network.
90. Find ways in which I can create leveraged income
91. Focus on the results the customer will receive not the tools to build it
92. Follow up referrals with heartfelt thank you notes
93. For our company to capture the major market share in our field.
94. Form strategic partnerships and alliances
95. Friendly service, competitive prices, upselling
96. Gain customers for life
97. Gain exposure by helping people & publishing information.
98. Gaining trust by establishing credibility through sampling.
99. General marketing plan limited to small promotional ideas
100. Generating ideas, networking, cross-promoting, etc.
101. Get new business by word of mouth
102. Get the maximum net income with minimum time and efforts.
103. Get them to my website and sell them something, then backend with other people's products
104. Getting more customers
105. Getting value propositions in each country, starting with Singapore as the home ground.
106. Give extra value to my customers, so they see that I give something else than my competitors do.
107. Give the products away to partners with huge customer databases in order to generate more customers.
108. Grow business through exposure to new markets and build word of mouth referrals
109. Grow my business by obtaining more business from current clients and have them provide qualified referrals.
110. Has primarily been using press releases in our local daily and weekly newspapers, promoting one of our upcoming workshops. Recently, we expanded our services to include offering SAT classes and private college and career counseling
111. Have none
112. Have not got a strategic marketing strategy at this time
113. Haven't really got one
114. Hire two sales people to assist 5 portfolio managers (PMs) and form alliances

Question 2: My Master Marketing Strategy Is:

- with for fee referral sources such as Schwab and Fidelity to supplement professional referral sources such as accountants, attorneys, and current clients
115. Hit or miss at the moment. As soon as I decide on the niches I want to reach, I'll determine the best tactics to use and try to formulate some sort overall strategy.
116. Honestly implement what I think will work at the time.
117. HUH?
118. I am hoping to implement several of the tactics available to me. My challenge is to hone it down to the several that will be the most effective. I am in a business that has never actively marketed, and as a 'newbie,' I'm the ONLY ONE in the department. However, the owner supports me and my goals...and in the juggling of time management between 'selling' and 'marketing' I am putting some effort into strategizing and forming a more cohesive plan.
119. I am not familiar with your terms, be different and provide compelling value in the markets in which I am active
120. I am trying to position myself into the growing markets. I try to find customers that are eager to get my products or services.
121. I am working with several businesses and projects, and each has its own level of development or non-development of its master marketing strategy
122. I cannot begin this until I have completed above
123. I developed a plan on the plan ride home from your Mastermind seminar to find someone to take over the business that would have a vested interest in running the business and building it with the eventual goal to own the business, using the business' credit to pay for the purchase. I've found that person, and we are 'on the way,' although we are still early in the process. Because of my lack of interest (make that intense dislike) of the business, our service had gone down. We are currently fixing that problem, while I am rewriting all the sales materials and methods, with intentions of doing the marketing once we have the systems in place. We are part of a franchise and once I prove that my methods are superior to theirs (theirs are pretty bad in a lot of ways), I'm planning on going to them to 'sell' my improved methods for use throughout the franchise.
124. I do not have any I am looking to improve my marketing knowledge to implement it.
125. I do not have one.
126. I don't have
127. I don't have one
128. I don't have.
129. I don't know
130. I don't know
131. I guess I didn't really read the last question right. I answered it with my new marketing strategy. As for my business strategy it has been to help my clients by providing repairs to their office furniture. Saving them the cost of always buying new. We have always tried to be fair and up front. Had minimum follow up, meaning a thank you card after the sale or service.
132. I have no business strategy. Lest not worth mentioning.
133. I have no master marketing strategy.
134. I have not separated business strategy from marketing strategy
135. I know my target clients are retail and service businesses. I visit 20 a day for 30 days - building up a personal database of 600 potential clients. We use this database to market from a backend perspective. we are just starting this know –

Question 2: My Master Marketing Strategy Is:

- but we intend to send out a monthly email highlighting a success story from one of our current clients – and asking them to try to see how they could adopt this technique for their own business. I also intend to set up jv's with non-competing businesses and offer their products at the bottom of my monthly ezine – with opt-in permission of course. I also use this master list to recruit for my free seminar – where I show these small business owners how to use 6 techniques I have that help increase cash flow.
136. I need to replace the money that 911 and Merrill lynch lost in my 401K
 137. I plan to employ a break-even direct mail and e-mail campaign to provide quality samples of marinades and/or sauces. The object is to establish a customer base for back-end sales of complete frozen meals.
 138. I position my company as the employee benefits company that helps you succeed. Our approach to the marketplace can be summarized as follows: "If I can help you multiply your revenues and profits, will you favor me with your employee benefits business?" First, we help them succeed. Then, they favor us with their employee benefits business.
 139. I suspect I don't have one
 140. Identify strategic partners who can facilitate the mass distribution of our products.
 141. If it doesn't work, try something else.
 142. Implement a viral marketing program that will increase sales enough to sustain the product
 143. Improving our competitive position, despite relatively low spending and an increased regulatory environment, through greater use of advanced sales technologies, improved/new propositions, a more regional marketing approach, enhanced cost controls and developing a high performance organization
 144. In summery they are; establish new links with other web sites, write some articles to post on site and to send to ezines for publication. Try to find more customers.
 145. Increase traffic to my web site using search engine optimization tactics, strategic joint ventures with other businesses and individuals where we can enhance each other, pay-per-click advertising, my own eZine and (some) advertising in high profile eZines.
 146. Inform prospect about our products and services using the Internet as a communication mean and convert them to customers
 147. Integrates everything in our business
 148. internet website
 149. Is to build a 100% referral based business
 150. Is to call, send company information and keep our name in front of potential customers.
 151. Is to make my product irresistible
 152. Is to position myself as a leader in my field
 153. Is to target my competitors and customers individually. Dividing customers from competitors
 154. Just get the word out: high quality at affordable prices.
 155. Keep and serve good customers within our metro manila area
 156. Keep delighting customers so that my product is a bright spot in their lives
 157. Keep working to develop some approach that produces good and consistent results.
 158. Keeping in contact with my fellow vendors and customers, reminding them why

Question 2: My Master Marketing Strategy Is:

- they went with me in the first place
- 159. Lacking
 - 160. Lacking in coherence at present
 - 161. Lead generation using traditional marketing means
 - 162. Make a difference in peoples lives
 - 163. Make a friend first and let selling come to me.
 - 164. Make my self THE DUI GUY
 - 165. Make our service meet our customers' needs and wants
 - 166. Make the phone ring.
 - 167. Manage word of mouth and referrals
 - 168. Market leadership
 - 169. Market products and services which create a better world
 - 170. Marketing strategy is the income part of a business strategy. In my case, my marketing strategy is building a base of customers and selling to them my services and products.
 - 171. Multiple streams of revenue from a core base of business and technology that I can market multiple ways
 - 172. My master marketing strategy (which is different from my general business strategy) is: same as general business strategy
 - 173. My master marketing strategy (which is different from my general business strategy) is?
 - 174. My master marketing strategy (which is different from my general business strategy) is: I OFFER A UNIQUE COMBINATION OF SKILLS, KNOWLEDGE AND INTERCULTURAL EXPERIENCE IN MY COACHING FIELD.
 - 175. My master marketing strategy fits with my overall business strategy
 - 176. My master marketing strategy is totally immature!
 - 177. My personal marketing strategy is to be the rainmaker for the company. I initiate relationships at the CFO and CEO level in Canadian public companies with market caps between \$10million and \$900million with a goal to introduce them to our strategy people on the fulfillment side.
 - 178. New customer acquisition through alliances. I am helping firms who are already selling to these people, become supplier of choice through helping these firms grow. This is being achieved by running a series of workshops for entrepreneurs on generating business growth in tough economic times.
 - 179. No
 - 180. No difference from general business strategy.
 - 181. No marketing strategy
 - 182. No master marketing strategy
 - 183. None
 - 184. NONE
 - 185. none
 - 186. NONE
 - 187. NONE
 - 188. None so far
 - 189. Nonexistent ...

Question 2: My Master Marketing Strategy Is:

190. Not sure what this means
191. Not well defined
192. Now, to bring as many income streams into play as possible, Emphasizing long term repeat sales looking for the back end, instead of all front end
193. Offer concepts freely and tell them why I'm happy to tell them, "how to do it!"
194. offering one-stop innovative business services via one telephone number, and being there for the client for whatever service he wants at whatever time of the year/season/day or night/etc.
195. OLD: Get companies to sign on for a monthly "redesign" relationship NEW: Workshops and Seminars lead to (a) more Workshops and Seminars, and (b) Executive Coaching and Organizational Consulting
196. Online marketing
197. Optimization, leverage
198. Other than some tactical actions, none.
199. Out-competing my competitors
200. Over servicing and constant communications and retention
201. Own the values/integrity positioning within our product sector.
202. Owner contact
203. Partner and leverage. Stay small, appear big. We are not THE experts in our niche; however we are the experts of disseminating the best information from that niche. We are everyone's friend – even those who appear on the surface as competitors. We publicize all those companies (Microsoft, manufacturers, software developers, other web sites, other magazines) who can serve our reader.
204. Partner with customers. 'customer intimacy'
205. Patients comfort come first. it is all about the patient
206. Perform lectures and get people to have the realization that they have a problem and that what we do can possible help them.
207. Personal service, high value, quick turnaround.
208. Play bigger than we are
209. Position Company as The only Choice they dare make when choosing a Collision Repair facility
210. Preeminence
211. Presently through ads in the newspaper and signs in the yard.
212. Pretty much non existent.
213. Promote.
214. Promotion via the Internet only.
215. Prospecting via phone and email newsletters
216. Provide as much "insider information" to my clients and potential clients through "self serve" media as possible while providing "high touch" service by trained and helpful agents (only) to clients with a high probability of purchase.
217. Provide easy to use, unique diagnostic, patient management, marketing and business management software systems for complimentary medicine practicing health care professionals. Selling Health Care Products direct to the end user via direct and on-line ordering – with the referring health care practitioners receiving sales commissions instead of having to carry the products on the

Question 2: My Master Marketing Strategy Is:

- shelves themselves. Provide web-based applications and information systems for complimentary medicine practicing health care professionals and their patients. Provide specialized and intensive training programs on patient and practice management, marketing and business building to practitioners of complimentary medicine. Develop strategic alliances with companies working in allied areas for mutual benefit.
- 218. Reach my audience online, because cleanairgardening.com is an Internet / mail order business.
 - 219. Reach out to local, unsophisticated, small business men making between 20K and 75K.
 - 220. Referral based
 - 221. Regular personal contact.
 - 222. Relationship building and creating the wow.
 - 223. Research the Market/competition and alternative best Benchmark Inputs and adapt them into my marketing activities to help minimize inputs and maximize targeted outputs.
 - 224. Sales activities generate revenue from arts & crafts shows, mail-order and internet web sales
 - 225. Sales both direct using cold calling, email and phone by maintaining client contact Letters, referrals.
 - 226. Sales driven, rather than industry or market focused. It needs more consistency and direction.
 - 227. Sales will initially be focused on the Atlanta area in order to minimize travel, but prospective clients will be considered in any location in the United States, Canada or the U.K. Marketing will be done in three ways. First, a web site will be created with useful advice about technology due diligence, system evaluation and technology strategic planning. This web site will be promoted through various efforts at getting links to the site from key business and IT sites. Second, the information on the web site will be leveraged by its inclusion in various articles submitted for publication in business and trade publications, and by using the material in speaking engagements targeted at CIO, CFO and CEO level executives. Third, traditional networking will be used to generate personal contacts for decision-makers in the target companies in the Atlanta area.
 - 228. Same
 - 229. Same
 - 230. Same as above
 - 231. Same as above. (Painfully these 89 questions impress upon me the need for a better thought-out plan.)
 - 232. Same as general business strategy
 - 233. Select a specific niche of businesses or professional practices; determine through surveys, conversations, etc. what the biggest challenges, fears, problems, etc. members of that niche are experiencing and what they actually want (not necessarily what I think they need); then create a marketing system for that specific niche that will address solving their most pressing wants; then consult with 6-8 businesses in that niche to implement the system in their businesses; record, document, quantify and verify everything in the process of working with them; and create marketing system informational products that can then be offered to other members of the niches. The actual time spent with clients is to create, test and document the results of my marketing system --- and create a product consisting of audiotapes, workbooks, sales letters, promotional material,

Question 2: My Master Marketing Strategy Is:

- scripts, etc. Plus use the testimonials from my case study clients to promote my products.
- 234. Sell 2-3 times the number of coffins this year that we sold last year (2002)
 - 235. Selling to seminar attendees
 - 236. Selling Value / ROI
 - 237. Service in a complex business, which we as a Country are letting it fall behind.
 - 238. Set up encounters in which we are able to contact new clients, communicate with them about how our services fill their needs, and close them on our practice as the source of help.
 - 239. Set up the niche to give monthly residual
 - 240. Shipping out samples to potential clients, followed up by telemarketing. Referrals from existing clients.
 - 241. Short term sells
 - 242. Show The Food For Everyone Foundation as the preeminent authority on Family-based Food Production instruction
 - 243. Showing common mistakes and selling solutions
 - 244. Sit on our butt and wait for the phone to ring. Becoming increasingly unsuccessful way of doing business.
 - 245. Spread our coaching style around the world
 - 246. Still being finalized but roughly: To creatively present a professional image with consistent branding, clear messages and key USP's in all communications using the broadest appropriate range of media
 - 247. Structuring my overall marketing efforts to tell the marketplace that we are different than the others.
 - 248. Successfully and profitably market and sale products in the market place using wholesale and retail channels.
 - 249. Supply clients with what turnkey solutions
 - 250. Target decision makers at companies that have 100+ employees onsite and convert them into lifetime customers of our various security products and services.
 - 251. Target our listing customer base with the best trained salespeople.
 - 252. Technology transfer and selective distribution alliances
 - 253. The company is in the beginning stage and the master marketing strategy still under development and boy do I need help. However, it will include personnel contact on at least a monthly basis; Brochures; Email; Web Site; Snail Mail; Phone Contact.
 - 254. The master marketing strategy for consulting is by identifying a dream target list and approaching centers of influence to ask them if they know anyone on the list. This approach as been successful in obtaining referrals from the list as well as obtaining other referrals triggered from the discussion. Finding other products as revenue streams is just beginning. Three internet products have been identified as possibilities but they are still in their development stage.
 - 255. The proprietor believes the best marketing strategy to find clients initially is to more than meet their expectations in the customer service area and ask for referrals. Personally get to know them, offer something maybe at initial meeting and again on settlement e.g. flowers. Networking will be with developers, real estate agents, builders and marketers of investment properties and as success grows revisit these people and share those successes with them. A referral book

Question 2: My Master Marketing Strategy Is:

- will be kept. Clients will be advised initially of time frames and will be kept fully informed through to settlement and follow-up every anniversary of settlement. Referrals will be rewarded with gift vouchers.
256. The use of search engine placement to maximize my advertising dollars in the acquisition of new clients
257. There are three master marketing strategies: Master Strategy #1: Target marketing consultants who have a trust relationship with end-user clients already involved in direct marketing, but lacking an integrated real-time solution. The consultant continues to provide the necessary marketing strategy and programming, and in many cases also provides "use" training for the software. We provide specialized consulting to the marketing consultant (in fields that are not his expertise) plus advanced marketing education. To the end-user client we provide marketing education, product training, technical support, and a vendor setup assistance service. Master Strategy #2 Target DIRECTLY end-user clients already involved in direct marketing, who do not use a marketing consultant, and who lack an integrated real-time solution. We then introduce them to our range of value-added services of strategic marketing consulting, marketing education, and vendor setup assistance service. In this case, we bring new clients to our existing marketing consultant's network. Master Strategy #3: Target end-user clients who are not yet involved in direct marketing, but would greatly benefit from utilizing it. We target them through the offering of marketing education & training seminars. They are offered the Order Motion solution as part of the package. They are then introduced to our range of value-added services of strategic marketing consulting, marketing education, and vendor setup assistance service. Again, we bring new clients to our existing marketing consultant's network.
258. This will be achieved through an increase of sold hours from 750 to 1400 and thereafter increase the hourly rate by 25 – 50%. The remaining hours will be used for developing and marketing information products.
259. To 1) come up with an effective approach to bringing in clients through testing and then 2) determine how I can approach the most clients in the least time through referrals, endorsements and host beneficiary relationships.
260. To a) up-sell additional services (drilling machinery, DP, electrical, and marine surveys) to existing customers in the oil and gas drilling industry, increase penetration within these organizations (primarily international, non-floater, and land operations), and deliver these services on a more frequent basis; b) identify, develop, and sell major projects through consistent use of OFDI purchased marketing intelligence, c) consistently use World Online purchased marketing intelligence to identify additional prospects and convert them to customers, and d) identifying, developing, and delivering additional goods and/or services to provide additional "pillars to the Parthenon" of corporate profits (insurance companies, subsidiaries trees, drilling engineering consulting).
261. To achieve "top of the mind awareness" within my marketplace as the company that provides an affordable, comfortable, and successful real estate transfer of ownership experience.
262. To achieve market preeminence with the movers and shakers.
263. To achieve our image & reach our targeted group of customers
264. To adapt the Internet to public relations.
265. To be a leading provider of children enrichment programs
266. To be announced.
267. To be independently rich, to do whatever I want
268. To be recognized by the China commercial building markets as the highest quality

Question 2: My Master Marketing Strategy Is:

- building management solutions provider whom delivers maximum operating value to the owner on every project We focus our sales strategies on developing and maintaining owner relationships, with owners whom value solutions delivered not just with a focus on lowest purchase price, but lowest total lifecycle value and benefits.
269. To be regarded by every patient as the definitive source for information on all health issues and to be recognized as the place to go before any invasive therapies are done.
 270. To be respected and valued by each customer because of how well we execute our business strategy. To utilize leverage in driving forward results.
 271. To be the expert in cash flow solutions to small business owners in the Dallas-Fort worth Metroplex.
 272. To be the natural weight management product of choice for New Zealand women.
 273. To become a recognized new brand in the local order-made furniture market
 274. To become known in my marketplace as an easy solution to learn a language effectively through the use of thousands of pictures.
 275. To become my customer's, "the solution"
 276. To become so well known that clients seek me out and not the other way around.
 277. To become the most trusted advisor/supplier to small and medium sized catering and hospitality venues in the UK and France
 278. To bring on and train sales representatives to provide the coverage that I am unable to do by myself; i.e., multiply myself:
 279. To build a business this can sustain my family in the lifestyle which we desire. The business must be portable, (not tied to location) operate from home, so I can interact with my family more readily, and be global. The business will function by Phone, Fax and internet.
 280. To build my business through the power of word of mouth and referrals from satisfied customers.
 281. To build my marketing strategy by primarily sharing in the profits generated by advice and actions.
 282. To build my portfolio to 100MM originating about 40MM per year in equipment leases
 283. To build value in client relationships that new and more business comes from word of mouth
 284. To building a partnership with known brands. I hope to use brains rather than money.
 285. To collect customer contact details at all levels, then strive to stratify them by interest-area
 286. To constantly search for ways to give value and serve my customer
 287. To consistently contact manufacturing companies who are understaffed or experiencing downsizing to offer them design/build services.
 288. To contact lapsed, current and prospective clients, demonstrating the new services we are offering, with the hope that they will begin using us, use us again, or indeed simply continue using our services.
 289. To contact more individuals about my opportunity considerably more and to do more in cultivating those customers that I already have.
 290. To create a range of products that are highly regarded as the best in the business and to make them the default choice when consumers think of a purchasing from

Question 2: My Master Marketing Strategy Is:

- the category within which we work.
291. To create an identity of the pre eminent organization of our type in our selected market segments by redefining our targeted markets buying criteria through innovative programs supported by Client education built around our USP's.
 292. To create and make available to our clients the resources by which they can and will (because they will want to) share with their friends the wonderful experience they are having as Sonlight home schoolers.
 293. To create better lifestyles for my clients
 294. To deliver FAR more than the client expected – undersell & over deliver
 295. To determine the best strategic and marketing efforts that will support the growth of my business over the long term
 296. To develop a preemptive marketing strategy that will keep customers from shopping me.
 297. To develop a referral system with satisfied client and industry professionals
 298. To develop Core Stories as superior access vehicles for specific niche markets and to reach top management in the major prospects in those niche markets with systematic programmed communications.
 299. To develop long-term relationship with “good clients” – who have ONGOING NEED for English-to-Hungarian translation.
 300. To differentiate who we are and what we do from everyone else in the industry, and to show my clients and potential clients that they cannot do without our services.
 301. To do a lot of research for my target market and go after it to get to them with internet marketing and mail.
 302. To dominate the market for helping small professionals (accountants, lawyers etc first) , or at least get critical mass, then sell through to their clients
 303. To draw recognition to the business through the World-Wide Web, by taking steps to ensure high page rankings on the search engines, and by buying ads on Google during my two peak seasons (late Spring and mid-Fall).
 304. To drive those repeat customers down my “sales funnel”, which at the end of the funnel, makes them affiliates of mine
 305. To educate all our current and potential clients about our subject and its applicability to them.
 306. To educate my target market about the effectiveness of the MYM system to help them make more money
 307. To educate therapists of the danger they face from injuries, how it can destroy there livelihood and how they can best protect themselves
 308. To effectively delineate our advantages over our competition through various media sources, using lead generators, and tactics to nurture future buyers.
 309. To eventually contact everyone in the area at least once if not more in the next several years.
 310. To exceed my client's expectations.
 311. To excel in quality of service
 312. To expand business
 313. To explore new markets with the same products
 314. To figure out how to hold onto an account you have grown and nurtured over the years, from leaving because he has been offered a 15% discount from a

Question 2: My Master Marketing Strategy Is:

- competitor!
- 315. To find unique ways to add value to people we serve.
 - 316. To find ways to enable my prospects to sell themselves into using the products and services I offer.
 - 317. To find ways to implement the Business Strategy.
 - 318. To focus on the benefits the customer will get instead of the features everyone else is selling
 - 319. To form a coalition amongst my clients and my business to the mutual benefit of us all
 - 320. To fulfill the need for my customers to have beautiful and wearable jewelry that they receive compliments for and refer friends to me.
 - 321. To fully integrate online, offline and speaking opportunities to bring maximum value to my customers
 - 322. To generate new business through: referrals from clients, professional organizations, strategic partnerships with recruiters, internet marketing, and yellow pages
 - 323. To get into over a 100 stores and have a well known name in the market place.
 - 324. To grow our business on the basis of a reputation for rock solid performance at very competitive prices; and on strong client referrals.
 - 325. To have my existing customers refer new customers to me. I accomplish this by offering discounts on future reports for each referral, up to and including sending the next report for free. I am considering offering cash for each referral also, so it would be like an affiliate program.
 - 326. To have our clients desire to come only to us to meet their needs.
 - 327. To hit target market from as many different routes as possible
 - 328. To identify a list of intended clients, building relationships, and maintain a dominant position for continued business and backend sales.
 - 329. To implement a plan to grow the business through layers of Management
 - 330. to incorporate this service into a known service such as massage and gradually build a reputation of being the only person with the knowledge and know-how of performing this new service
 - 331. To let people know that I have the solution to optimize their return on effort
 - 332. To link up with all business category content providers and have them refer customers to me
 - 333. To locate individuals either looking to increase their income or to enhance their life by using the products that I offer.
 - 334. To market a portfolio of product targeted toward Urology
 - 335. To market and sell our product and services to 10,000 merchants who provide at least \$100 a month in profit per merchant.
 - 336. To market our "payment solutions" to retail businesses through Independent Agents, with a focus on "Buying Groups", such as The Royal Buying Group for convenience stores. This gives us more credibility and trust because of their relationship with the Buying Group membership.
 - 337. To mix marketing activities to my 'ideal' list of companies
 - 338. To motivate health care professionals to send appropriate customers to me
 - 339. To obtain referrals for qualified clients in my market niche from every possible source.

Question 2: My Master Marketing Strategy Is:

- 340. To offer our clients and prospects total building solutions rather than just office furniture and design
- 341. To partner with other individuals or companies to allow me to more easily accomplish my goals.
- 342. To place our name in varying venues so that anyone looking for martial arts equipment will see us.
- 343. To position myself as the source of expertise that school turn to when they are looking to evaluate or implement the adoption of AV technologies.
- 344. To position ourselves as a different kind of accounting firm with a strong consulting arm whose ultimate goal is to foster success for our clients.
- 345. To present my customers a friendly approachable partner in the customer's quest to grow their business.
- 346. To present myself and my wife and partner as being family oriented in all aspects of our lives with our key USP being, "Our family caring for your family."
- 347. To present to potential partners proof of my effectiveness & marketing efficiency.
- 348. To promote our firm as a business and technology consulting firm in order to secure consulting engagements.
- 349. To provide compelling premium-quality goods and services for niche markets
- 350. To provide public relations, design and writing that gets results.
- 351. To provide the maximum information to my prospect base for free and thus position us as the portal for our category of services.
- 352. To pursue a rigorous environmental certification for our product.
- 353. To pursue new successful approaches which give me a comparative advantage over others in my local, regional and ultimately national and international markets for our products.
- 354. To put in place a lot of Jay's marketing strategies into operation to successfully attack and meet the above business strategy. I am currently working with Jay's Stealth Marketing ideas book, which I had purchased in the late 80's, but which is still valuable today. Have not used it all the time I must confess.
- 355. To regularly "touch" existing clients and prospects so that I am "top of mind"
- 356. To retain existing clients and garner new ones by moving to meet their changing needs and increasing volume by shaving margins
- 357. To run events, seminars and direct mailings to attract new donors
- 358. To serve and care for my customers and patients better than anyone else. Derive referrals based on results.
- 359. To set the customer's buying criteria. However, I can not seem to overcome the problems of serving an industry that is dominated by large corporate buying departments operating on specifications established so that buying decisions can be made from a spread sheet.
- 360. To stay in constant contact with my core clientele, by email, letters, post cards and telephone calls.
- 361. To supply a product and service which is the only choice in the market because it has a very good unique selling proposition and because of this makes much better sense to the consumer. potential dealers and venture's :
- 362. To take in charge myself the marketing and sales operations
- 363. To talk to all people I come in contact with.
- 364. To tap into what three wishes people have about their ability to communicate and

Question 2: My Master Marketing Strategy Is:

- create opportunities with these people as these wishes are fulfilled. The business strategy in the dental practice is to provide comprehensive, compassionate dental care with an excellent result.
- 365. To use a referral systems to gain new clients and cross and up sell my existing clients. All while setting a buying criteria to fight off competitors.
 - 366. To use direct marketing principles and media to capture the weekly and monthly ordering and reordering of a minimum of 1000 U.S. hair salons
 - 367. To utilize affiliate marketing in conjunction with other marketing techniques to expand my business.
 - 368. To utilize personalized marketing approaches (networking) as well as more public forums, including the Internet (articles, web site), public speaking, and workshops
 - 369. To utilize the sales force of complementary organizations to introduce my products and services to their customers. This is host Beneficiary relationship. Creating a sales force in house that makes directly.
 - 370. To utilize the voids of my competitors and, through research and development, to create optimum products and services for my clients. These will be marketed using the various Parthenon pillars
 - 371. To build a large organization
 - 372. Try a suggestion, monitor results, tweak it for better results, monitor, tweak it for better results, etc.
 - 373. Trying to deliver the gentle care that people are more than willing to tell their friends and relatives about.
 - 374. Uncertain.
 - 375. Undefined
 - 376. Under expert development with one of our business partners, as our franchised business coaching has only been purchased 9-10 weeks ago.
 - 377. Unknown to anyone, including Me.:
 - 378. Use a system of Direct Marketing which is contracted out and self runs
 - 379. Use multimedia approach. Targeted marketing, always testing. I'm always thinking on a Global level
 - 380. Use my current customers to find new prospects
 - 381. Use of emotional direct response marketing
 - 382. Use of sports theme to create an attractive and inviting atmosphere/unique experience for what most men view as a commodity item.
 - 383. Use search engine placement, email newsletters, free web pages to generate prospects.
 - 384. Use seminars, direct mail, email, internet, referrals, centers of influence and PR to increase client base.
 - 385. Using a comprehensive toolbox of marketing methods gear towards reaching our client base at multiple levels with regular frequency.
 - 386. Using my USP to differentiate ourselves. Applying multiple marketing pillars.
 - 387. Utilize as many cost effective ways to reach and capture my target market as possible.
 - 388. Utilize Boots Herbal Stores name to achieve pre-eminence of market
 - 389. Utilizing the internet and other low cost methods to promote and distribute my products.
 - 390. Viral and affiliate marketing

Question 2: My Master Marketing Strategy Is:

- 391. Visibility
- 392. Waiting for clients to call me.
- 393. We can offer clients better/more profitable products
- 394. We currently don't have one,
- 395. We do not have this complete, mostly tactical
- 396. We looking to be the company that our clients and friends look to when they need a mortgage, We setting up Website to promote finance information. We want to build on your pre-eminence strategy
- 397. While still in the development stage, to target and aggressively promote our products and services to Residential and Commercial clients within a selected zone.
- 398. Without marketing it is difficult to convince my potential customers
- 399. Word of mouth
- 400. Work on the business not in it

Question 2: The Elements, Pillars, or Foundational “Pylons” Supporting My Marketing Strategy Are:

The Elements, Pillars, or Foundational “Pylons” supporting My Marketing Strategy are:

1. (1) Direct mail; (2) e-mail.
2. (1) Satisfied clients (2) Insurance Professionals (3) Construction Professionals (4) Safety Professionals (5) Cleaning/Maintenance Professionals
3. (a) traditional (b) Networking/pr (c) direct response advertising
4. 1- Rental property. 2-Internet Business. 3- Precision Millwright. 4- Construction Inspector
5. 1 Strategies for prospecting. 2 Strategies for converting prospects to clients. 3 Strategies to increase the average sale. 4 Strategies to increase the frequency of sales 5 Strategies to increase the margin. 6 Strategies to increase the time a client remains a customer.
6. 1) Articles, presentations, participation in professional activities, i.e., visibility 2) Selective mailings, 3) Networking
7. 1) Contracting/Consulting – Business Analyst/Technical Writer/Quality Consultant/Trainer;2) Introducing Swiss products into the UK market;3) M&A of UK IT Service organizations to larger European ones;4) Agent – Selling Digital Imaging Software;5) Agent – Selling Internet based Supply Chain Software.
8. 1) Direct mail 2) referral program 3) website 4) networking
9. 1) Strategic alliances; 2) direct
10. 1) Telemarketing and direct mail2) e-mail3) host/beneficiary relationships4) referrals
11. 1) Telesales. 2) Direct mail. 3) Exhibitions. 4) Sales Reps. 5) referrals 6) Up Sell.
12. 1. Add Value2. Be genuinely interested in the customer / client
13. 1. Customer Focus 2... Maximizing Revenue Opportunities
14. 1. Referrals and networking; 2. References;
15. 1. Christian values2. Covenant commitment to training
16. 1. Excellent service by front desk making people feel at home and happy they came2. excellent spot on service by the clinicians
17. 1. Finding sharp motivated people to do business with. 2. When your mouth is open your store is open so always be ready to make a sale.
18. 1. Free email newsletter subscriptions 2. Ecourses to educate customers on different aspects
19. 1. Free email newsletter subscriptions 2. Ecourses to educate customers on different aspects
20. 1. Give away free promotional product samples to customers and prospects (Realtors, mostly, 2. Make the sale,
21. 1. Give away free promotional product samples to customers and prospects (Realtors, mostly2. Make the sale
22. 1. National/Regional Print Ads2. Direct Mailing
23. 1. Quality of service, 2. web site promotion,
24. 1. Support and promote partners, who in turn promote us. We want to be perceived and truly be everyone’s friend. A. Microsoft (gives away mags at trade shows, help us get into airports, etc) b. Manufacturers (include free issue offer in their packaging c. Developers (we give awards) d. Web sites (we write about) e.

Question 2: The Elements, Pillars, or Foundational “Pylons” Supporting My Marketing Strategy Are:

- Readers (who write for us) 2. Stay focused with our niche – and promote that to readers and advertisers
25. 1. Unique Selling Points: Sports Theme/Unique Environment, Super Clean Stores w/central vacs, lots of added-value services and operating procedures to enhance the experience, Stylists trained just to cut men's hair, etc. 2. Convenience: Location, operating hours, no appt necessary, schedule Stylists to accommodate Client demand to minimize waits.
 26. 1.internal 2.external
 27. 1.Outside Sales a) calling on existing customers-maintaining relationships, b) Developing new business by telephone solicitation, and literature drop offs at prospective customers. 2. Targeted mailers (vendor printed)
 28. 1.sell directly to class A customer2.train my staff often to bring out their best3create ad that hits my A customers4 measure every marketing idea implemented
 29. 1.the post-war baby boomer market – appealing to the group which can afford to pay for their overall well-being – body, mind and spirit2.the corporate market – to sell the idea that a healthy employee is a more productive employee3.the yuppies – who look upon essential oils, spas, health assessments and looking, feeling good as a desirable lifestyle.
 30. 1—Contact current clients regularly (once/month) to introduce specials to them. 2—marketing to “cold” prospects by way of a mail out card (not very effective) 3—Referrals from existing clients
 31. A campaign based on me personally as a mentor to guide people to success through mail and the internet Ads in different places and media to attract customers and builders to a network marketing opportunity
 32. A Yellow Pages B Referrals C Specified direct marketing campaigns D Compliment industry partnerships/co-branding
 33. a)Provide market consulting services, on a fee paid basis, to small/medium size businesses in the electrical/electronic manufacturing field) Provide sales representation service, on a commission paid basis, to small/medium size businesses in the electrical/electronic manufacturing field.
 34. a. Face to face marketing, b. Community involvement, c. Direct mail programs
 35. A. Have a quality ecommerce website product that can be easily implemented by the programmers, and easily maintained by the client. B. Have our own physical web servers to have complete control over the quality of the services. C. Develop a "Small Business and the Internet" free email newsletter to use as a marketing tool. D. Develop a telemarketing program. E. Maintain high placement on the search engines. F. Develop an existing client referral program. G. Develop an automated procedure that allows any small business to quickly create a 2 page website that we host for free. These "freebie" clients will create another pool of prospects to market to.
 36. ads, articles, sponsorships, talks, experience, referrals, alliances
 37. advertising for lead generation, Market education, sales literature, internet
 38. Advertising, referrals, education, and past clientele
 39. affiliate programs Direct advertising My own customer base Event marketing
 40. Agent Referrals, Client Referrals, Cold Call/Telemarketing, Advertising, Family & Friends
 41. all elements according to Jay Abraham are used, to a greater or lesser extent
 42. all elements according to Jay Abraham are used, to a greater or lesser extent

Question 2: The Elements, Pillars, or Foundational “Pylons” Supporting My Marketing Strategy Are:

43. all elements according to Jay Abraham are used, to a greater or lesser extent
44. all elements according to Jay Abraham are used, to a greater or lesser extent
45. All loan officers will become certified financial planners. The use of high tech and high touch will be used to increase customer satisfaction. Performance guarantees will be initiated. A customer survey will be developed to determine the financial service needs of the customer now and in the future. A fun and informative news letter will be developed to educate and entertain the customer. Open up a commercial service division that will eventually fund and service its commercial loans. Development of an email and street address database of all clients. Use of technology to increase market share through the use of net branching as well as merger and acquisitions and establish. Some strategic retail outlets in vital economic centers of the country. Aggressive implementation and use of the internet to further augment. And facilitate the conduct of business and the dissemination of information
46. Annual catalog; high-traffic online forums in which clients support and encourage one another; biweekly e-zine largely BASED on client input on our forums . . . but with mild marketing messages from our company mixed in; client “sales representatives” at home school conventions around the country . . .
47. Answering the phone when someone calls, and giving great service when they do.
48. audit, tax, consulting and investment planning services
49. Billable, residuals, other billable
50. Books, Trainings, Website, Word of mouth
51. BOP, drilling, electrical and DP, and marine surveys, BOP training, and engineering consulting services in support of the above.
52. Brand marketing and target marketing Based on small geographic regions
53. Build a list of prospects Build a list of existing clients
54. Build trusted relationships to assist prospect in making a decision
55. Building multiple profit sources Being different and unique Creating real value for customers Gaining maximum personal leverage from actions & investments Networking Being an idea generator - our company continues on innovation
56. Building relationships, helping members discover and explore how Shaklee can change their lives
57. Buy criteria, exclusive membership, by referral only with conditions, and have clients by in time periods
58. calling referred leads
59. Catalogs, Retail stores, Internet sales. (All are 5% of what they could be)
60. classes (I'm the authority),Articles, ads, direct mailing, etc.
61. client benefit, USP, strategic, optimization, referrals
62. Client service, quality performance, constantly expand knowledge base
63. clients-word of mouth, networking, referral sources
64. Coaching, Authoring books, Developing audio programs, Conducting seminars, Providing information on the web
65. cold calling
66. Cold calling, booths, Joint venture, referral system, advertising, direct marketing
67. College funding SAT classes College and career counseling Web site (under

Question 2: The Elements, Pillars, or Foundational “Pylons” Supporting My Marketing Strategy Are:

- construction now!)
- Financial Planning
- 68. Communicate with customers
- 69. Community outreach, small biz oppuntity avenue, mass media,
- 70. consistent themes
- 71. Consistently producing the right commentary & research at the right time, in the right format, delivered in the right way to the right individuals. Having bigger media coverage than our competitors. Having the most extensive coverage of European Corporate & Infrastructure companies or projects Having a superior level of customer service than competitors. To develop key relationships with selected major issuing (debt) companies in Europe with a view to increase revenues with them through the delivery of additional products & services, and to use them as a source Continuing to develop the sales of ratings related products that offer higher revenue potential & offer the customer a bespoke product.
- 72. Constant contact and referral program.
- 73. Consult, Inform, and offer suggested solutions that add high value to them at low cost to us
- 74. consultant, engineering, and equipment
- 75. consulting, product sales
- 76. consulting, product to be, speaking
- 77. consumer direct (inbound and outbound telemarketing), past clients, referring partners
- 78. cooperation with partners, internet site
- 79. Core Story; Direct Mail; Testimonials; Telephone Seminars; Advertising; Direct Sales; Referrals
- 80. Cost, Control and Efficiency
- 81. Cost, Control and Efficiency
- 82. Coupons Upselling Advertising Pricing
- 83. Creative real estate using the “lease purchase method”.
- 84. CRM tactics, referral tactics, and direct mail tactics
- 85. Currently under development but include: Internal communications & training Target client/candidate SWOT and needs analysis Resource planning Competition analysis
- 86. Customer and prospect education Referral development based on current customers Referral development for co-marketing activates using resources within customer and network Web and e-mail informational sales systems for customer service and prospect activities Psychographic, demographic and purchasing analysis and data based product and service development for customer and co-marketing activities
- 87. Customer Commitment Accelerated Growth Winning Spirit Operational Excellence Innovation Everywhere
- 88. customer relations; role of EE's; appearance of store; direct mail; special events
- 89. Customer Service, Relationships, Product Positioning
- 90. Demonstrate by international projects the real effects in peoples' lives by learning to grow food using Foundation methods. Create and promote a website presence that demonstrates uniquely superior materials and teaching methods. Demonstrate to Community Groups interested in gardening – teaching them superior growing principles and procedures. Appeal to people who have in

Question 2: The Elements, Pillars, or Foundational “Pylons” Supporting My Marketing Strategy Are:

- abundance to assist – financially and/or with their time – to share the knowledge and materials with those with less.
91. Develop new modules Work proactive with marketing Create specialized spin-off projects from the main software (reuse: other purposes) Create parallel business that support my main business
 92. Direct calls and meetings with prospective clients and meetings through trade organizations.
 93. Direct cold calling. Establishing relationships with Investment Banks to generate referral business and to rely on for credibility reference when prospects are conducting due diligence on our company. Event based educational workshops to establish top of mind awareness for the company and to identify new business prospects. Build road shows based on bring in an expert from out of town.
 94. direct contact and referral
 95. Direct contact sales through face to face sales and remote sales through mail-order or website
 96. Direct mail
 97. Direct mail & print advertising
 98. Direct Mail Campaign using 3 letter sequences with follow-up phone calls until a meeting is scheduled. Networking with groups of business people in targeted industries Teach alternative financing techniques to groups of businesses through local business development centers
 99. direct mail lead generation - tele-marketing - referrals
 100. direct mail, and occasionally , endorsed relationships, but I've have not been very successful at setting up endorsed relationships (host beneficiary)
 101. direct mail, customer education, newspaper articles, back-end, advertising, seminars
 102. direct mail, direct sales (outside) and telesales
 103. Direct mail, Direct sales, Host-beneficiary relationships (with marketing consultants), Back-end program, Referral systems
 104. DIRECT MAIL, EMAIL MARKETING, TELEMARKETING, SALES CALLS/APPOITMENTS
 105. direct mail, email, membership in local Chamber of Commerce, Website
 106. direct mail, events, seminars, personal visits
 107. Direct Mail, Internet Search Engine Placement, Internet Affiliate Marketing, Host-Beneficiary Relationships, Referrals, Newsletter Marketing, P.R. Marketing
 108. direct mail, referral, email
 109. Direct mail, referrals, salesperson, internet web-site, phone sales, brochures, CD Rom power-point presentation
 110. Direct Mail, Telemarketing, Telesales, Email marketing, Website, Direct External Sales, Direct internal sales, Catalogue, Trade shows, Educational mailers, Public Speaking engagements, Public Relation, Advertising – Magazines, Advertising – newspaper, Advertising directories, Yellow pages, Fliers , Memberships, Regular specials lists, Special Program marketing
 111. Direct mail, Telesales, Direct Sales, Email Marketing, Continuous contact marketing, Referral, Continuous contact marketing, Reactivation marketing
 112. direct mail, trade shows, industry publications, website, referrals
 113. Direct Mail, web site, telemarketing, referrals, trade shows,

Question 2: The Elements, Pillars, or Foundational “Pylons” Supporting My Marketing Strategy Are:

114. Direct mail, website, email auto responder campaign, TV infomercials, 30 second TV spots, newspaper advertising, for sale signs, brochures, Seller held open houses, and referrals.
115. Direct mail/newsletters, referrals programs, direct response patient ads, incentives (customer and staff),
116. Direct mail; print media; internet media; telemarketing approaches; referrals; and public relations events. All aimed at achievement of sales of current listings and attracting new listings and active buyers.
117. Direct Mail; Targeted advertising ; Targeted school promotion; Follow up on direct mail
118. Direct Mail Targeted marketing
119. direct mailing, telemarketing, publicity articles, networking, emailing, magazine advertising
120. Direct Mailing Email Marketing Fax Marketing Salespeople Special Events
121. Direct mailings IMedia pro CD's Client events Financial Planning for existing company clients
122. Direct Mail PR. Referral
123. Direct Mail Telemarketing Advertising
124. Direct Mail Telemarketing Testimonials Referrals Strategic Alliances Website/E-mail Capture
125. Direct Mail Telemarketing Trade Show Referrals
126. Direct mail Writing articles for trade publications Press releases – not yet implemented Referrals – not yet implemented
127. Direct marketing (phone & mail)Building business Clubs WITH professionals as partners/joint ventures/sponsors Acting as area secretary of a network of accountants, to get on the inside and running our own members club Providing a specialist Cost reduction service to members of the network Doing seminars & training for the Midlands Law Society
128. Direct marketing, Print Advertising
129. direct phone sales and newspaper ads which generate incoming calls
130. Direct retail, affinity marketing, emarketing, email marketing, portal driven, viral marketing
131. direct sales
132. Direct sales calls, referral system, joint ventures.
133. Direct Sales of Fine Art (my own creations as well as those of others)Educational Seminars & Services (for patrons, for artists)Charitable Contribution and Service Host beneficiary Artist Alliance Network (matching patrons with artist providers)Juried Exhibitions Gallery Representation & Art Fairs (be IN them, not RUN them)Emerging Artist Incubation
134. Direct Sales Team, Referrals from Architects and Designers, referrals from customers, back end service and maintenance contracts, selling services such as design and space planning to establish relationships for future furniture sales, public relations and community involvement ,multiple lead generation tactics, internet lead generation, host beneficiary relationships with affiliated industries
135. Direct sales, inside sales, internet ,sales and service vans, fax, email, referrals,
136. Direct sales, telemarketing, and referrals.
137. Direct sales, Word of mouth, Direct marketing

Question 2: The Elements, Pillars, or Foundational “Pylons” Supporting My Marketing Strategy Are:

138. Direct sales, telemarketing, member referral program, emailing, sms, advertising, endorsement, host/beneficiary relationship.
139. direct salespeople, indirect sales people (reps and distributors), trade shows, in-house seminars, web site
140. Direct telemarketing Direct mail Partnering to sell the same solution Partnering to sell complimentary/supportive solutions Partnering to sell competitors products when mine is not a fit
141. Directory Advertising – Yellow Pages and Trade Magazines Direct Sales – Contacting Existing Customers, Soliciting Referrals and Cold Calls.
142. Discover new needs. Build new usp for old needs. Fulfilment ask 2 opposite questions. First, what do my clients would want to change in what they are doing now? Or, what can I sell tomorrow? Answers to this question help me to build new services. And, second, how to motivate them to by from me what I have to sell them now? Or, what can I sell them today?
143. Distribution through partners Preeminence Risk reversal
144. do a good job and people will refer their family and friends
145. Education, Coaching, Organizational Redesign
146. Education; Acquisition of new clients; Retention of Old Clients; Referrals from Clients
147. Education Seminars – frequently delivered into the geographic markets into which we serve Training Customer Conferences – 3-way feedback From company to customer From customer-to-customer From customer-to-company Internet Primarily for ease of documentation access for our current and potential customers Also used for advertising and introduction of our company capability to the market Future capability will be added to enable online order placement and delivery status Host/Beneficiary Relationships Regional business partners, from whom we and they can mutually benefit via the relationship Other Internal company business units that can mutually complement Sales “coaches” – those who have Communication – Mailings & E-Mail Mailing of Monthly & Quarterly Newsletters Company Updates Product Specials CD-ROM Catalogs Face to Face Selling In our business, this is THE most critical and business-generating aspect of our marketing program Referrals Case Studies of past projects Recommendations and referrals Being able to illustrate to our new potential customers the successes from our current customer base
148. E-mail approaches, web domain, newsletter, networking, referrals, advertisements in specialist/in-house magazines and newsletters, brochures, specialized/individualized presentations.
149. E-mail approaches, web domain, newsletter, networking, referrals, advertisements in specialist/in-house magazines and newsletters, brochures, specialized/individualized presentations.
150. Email communication, Pay-per-click advertising, Articles, Linking strategies, Affiliate program, Joint ventures, Offline columns, Referrals, Viral marketing
151. Email marketing to current list and to new prospects that I meet or have personal access to. Affiliate marketing: Affiliates are paid a portion of the gross proceeds for bringing in new clients. Internet marketing (website).
152. Email marketing: several messages dealing with the same topics, all detailing different points (drip campaign) Cold Calling Active Client Follow-up Dormant client follow-up outside sales people who are responsible for developing relationships with decision makers to identify customized needs.

Question 2: The Elements, Pillars, or Foundational “Pylons” Supporting My Marketing Strategy Are:

153. email, regular mail, seminars
154. Email, ezine, sales letters, brochures, seminars, fax, Free reports, free CD, Classified ads
155. Email, Newsletters, Special Reports, Free Tools (e.g. employment notices posters), Seminars, In-house & Outside, Direct Mail, Business Show Displays, PR (announcements & guest articles), Internet Website (under development), Referrals (from clients, professionals & competitors), Community Service
156. e-newsletter, free information reports, free workshops / seminars, press columns, free complimentary starting points, direction to website for more info
157. exceptional advertising/marketing, customer-centered services, constant contact with customers through newsletters/mail
158. exclusive product representation, multiple lead generation outflow media and inflow capture media, call center order capture, outsourced fulfillment, computerized inventory control
159. Explore points of leverage such as medical groups and associations, and direct email campaign to executives.
160. Face to Face & Mail follow-up
161. Fairs, direct mail, email, beauty shops, promote web site, affiliates, develop a back end.
162. Fax ads, Asking for referrals
163. Five marketing goals which are the areas we feel we can get the most growth from:-New clients-Existing clients – purchasing new products-Entering new markets-Changing potential client perceptions
164. franchising Manufacturing, distribution
165. Free time on National TV current affairs show Targeted Advertising referrals
166. frequency, value added, repeat business, referrals
167. getting healthcare professionals to send customers
168. Great advice and counsel that produces tangible results for the client
169. Have not thought it out yet.
170. Healthy body, healthy mind, healthy family, healthy society, healthy economy
171. High quality, low cost, fast service and how to information on the Internet. A proven method and established expert. Specific areas of expertise: strategic communications plans, message development, writing, editing, press releases, media story ideas, media strategy, media training.,
172. Host beneficiary, and referrals.
173. I do not understand this so must obviously reread your book.
174. I get most of the customers through direct marketing (telemarketing, direct mail) and through referrals. Sometimes we use classical advertising. We test different methods all the time. I always take into account the value of the customers.
175. I work by referral only.
176. Identify good prospects through trustworthy organizations and sharpen my initial and follow through contacts with them. And: work with colleagues to increase their contacts and sharpen their abilities to get better results.
177. Identify potential areas in my community that I will want to serve. Identify and implement several methods to find potential businesses that will want my services. Identify and implement several methods to make it difficult for the

Question 2: The Elements, Pillars, or Foundational “Pylons” Supporting My Marketing Strategy Are:

- competition to take away my customers.
178. Identifying high net worth corporate prospects through using publicly available accountancy information on businesses within a specific geographic area and financial and ownership profile (Targeting). Using direct mail and telephone follow up of the prospects offering them a free consultation to see if we can save them tax. (This is how we get in) from there a range of financial products and services are available. The provision of mortgages in the domestic and corporate sector, currently the mortgages are coming from referrals and working our client database we are not spending anything to promote this aspect of our business, apart from exterior signs and a regular newsletter unless we are able to find more mortgage advisors we don't have the capacity to gear up. Financial Advice in the domestic market. Again no marketing expenditure apart from the newsletter, the leads are coming from client banks brought to the company and referrals.
 179. Increase # customers, Increase frequency of purchase, Increase the amount of purchase
 180. Increased freq. of buying, buying more often
 181. Increasing Revenues Expanding client base Expanding services Client selection New client Service strategy Sales Activities Pricing Branding My marketing strategy is based on the following key strategic/tactic objectives: My business strategy is to become the market leader in accounting, consulting and tax services in the Chapel Hill, NC market by 2005 for individuals with annual income greater than \$200,000 and businesses with potential annual profits greater than \$100,000
 182. Independent Agents including Buying Groups, and Direct Sales.
 183. Internal referrals, relationship building. R&D, education, expertise
 184. Internet (technology), Conventional local advertising (Newspaper, placemat, radio ads), word-of-mouth promotion, Conventional national advertising
 185. Internet presence; radio interviews; wholesale distribution.
 186. Internet Sales, Partners, Channels
 187. Internet sales. Catalog sales. Direct response ad sales.
 188. Internet Search Engine Optimization- Joint Ventures- Company weekly eZine- Pay-Per-Click advertising on selected search engines- eZine advertising with high profile eZines- Company Logo- Business cards- Forum discussion groups - listen, learn and participate- Periodic review of competitors sites and products - A minimum of "7" touches to a potential customer through auto responders
 189. internet, articles, books, speaking events, networking, referrals, top 20 repeat, speakers bureaus
 190. Internet, Direct Response, PR, Phone rooms, TV, radio, trade shows, wholesalers, email, JV, PPC search engines
 191. Internet, email, direct mail, radio, TV, newsletter, newspaper, magazines, and name endorsements
 192. internet/referrals/yellow pages/joint ventures
 193. It/Property
 194. Joining Professional Organizations, Writing Articles to Promote my Business, Leading Seminars, Coaching, Online Newsletter, Cold Calling
 195. Joint Venture Marketing AND Networking
 196. joint ventures, article/e-book submissions
 197. Joint ventures, Direct Mail Referrals, Telephone, Contacting former clients for

Question 2: The Elements, Pillars, or Foundational “Pylons” Supporting My Marketing Strategy Are:

- repeat business, Publicity/ Press Releases, Terrible ads (prospects), Barter
- 198. Joint ventures.
- 199. Joint Ventures Viral marketing Referrals / affiliates Search Engines
- 200. JVs, host/beneficiaries, press releases, trade publication articles, direct mail (sales letters by mail and e-mail), telesales, free monthly newsletter to prospects, website, third-party distributor, advertising on search engines, etc.
- 201. JV's PR like crazy because it is a newsworthy "happening thing "Word of mouth Pre packaged risk free turnkey franchise and or business opportunity licensing Free advertising strategies that work Income streams from the free advertising Ordinary licensing Telemarketing Business to Retail Business Ventures Internet Ventures Referrals as a condition of doing business And more
- 202. Leadership, high value, unique, bold
- 203. Lead generation via Information and Education Analyze / Interview the prospect to qualify and Maintain Customer for Life
- 204. Leads, conversion rate, number of transactions, average \$ sale, and margins.
- 205. Lectures and seminars (professional and to charities), media spokesperson, publishing books and articles, referral sources (professional and my clients). No advertising is used.
- 206. Letters of recommendation Computer printouts Informative booklet outlining why telemarketing is effective, why a joint venture is beneficial to them, and why I am the logical choice to be the partner in the venture. Case studies depicting how telemarketing was successful for brand-name companies. Contacting potential partners by phone
- 207. Look for local bank and broker work; look for local attorney work; look for statewide broker work.
- 208. Mail order Display Ads
- 209. mailings, newsletters, in office seminars, advertisements, yellow pages, referrals, public speaking
- 210. Mailings, calls, seminars, strategic alliances.
- 211. make contact, educate, explain what we do is different, close them to come into to office, re-educate, put enough value on service and importance of good health to pre-pay for services and disregard insurance coverage
- 212. Make sure the basics are working Ensure everyone knows our brand
Partner with the right people Use money as a last resort
- 213. marketing activities, marketing messages
- 214. marketing zilch at this time has been word of mouth for the last 25 years
- 215. marketing, lead generation, lead conversion and client fulfillment
- 216. Marketing, advertising. Referrals, newsletter and print advertising
- 217. Markets Wholesale EBay Jewelry parties Magazines
- 218. Massage Therapy clients Referrals from personnel in the day spa
- 219. media marketing, direct mail, press releases, articles, newsletters, website
- 220. Medical Reimbursement Consulting (Primary)Medical Reimbursement Services (Secondary)Compliance Planning Service (Secondary)Allied Health Products (Primary)Medical Website Development (Secondary)
- 221. Modern collection (products)-excellent fairs (promotion)-super service
- 222. My customers are by far my best sales provider I advertise in trade journals I am

Question 2: The Elements, Pillars, or Foundational “Pylons” Supporting My Marketing Strategy Are:

- building a web site
- 223. my product sales, developing marketing partners, product creation by all partners, multiple co-ventures and cross marketing, long term objectives
- 224. national press, radio, alliances, referrals, mail shots, internet, exhibitions
- 225. Networking
- 226. Networking, presenting, writing
- 227. networking, sharing principles & carefully selected ideas e.g. on interactive website (using Wiki), asking for referrals of people, practical ideas & examples
- 228. Networking; distribution of marketing tools; seminars; flash consulting
- 229. Networking Referrals
- 230. Newsletters, mailers, referrals, on site marketing in other businesses.
- 231. Newspaper ad Property Banners Resident referral Seattle Housing Authority Listing YMCA program referral Yellow Page ad
- 232. newspaper ads and signs
- 233. Newspaper ads, flyers, and door hangers.
- 234. Newspaper, flyers, real estate agent, referral generating.
- 235. Not familiar with this term
- 236. not sure
- 237. NOTE: I am currently a one-man operation. Endorsement / Referral. Obtaining endorsements from CPA's, lawyers and other my clients already trust and who have an invested interest in seeing their clients grow their businesses. Networking. I do a lot of networking myself and bring in almost all of my business this way.
- 238. Offer more products Pilot more new services with clients Offer more tiered discounts for volume Extend our footprint via third party service providers
- 239. Oil & Gas Exploration Industrial Fillers and Extenders Value Added Products Logistics Advantage with Plant Locations.
- 240. One on one sales and developing relationships.
- 241. Ones already in place- Direct marketing- Networking Ones that I am working on- Internet (being the webmaster for a well known directory)- Using market research to open doors of prospects (+ for testing)- Free seminar- Free publicity- Freelance sales force (on commission)- Joint promotion- Advertisement/bartering- Referral network
- 242. Online marketing Yellow Pages Advertising Referral Marketing
- 243. outside sales, inside sales, flyers, catalogs, service programs, preferred client programs, referral program
- 244. Partner & vendor relationships, Sales, and building a market presence using our World Wide Web site.
- 245. Partners' products / Service (ultimate ROI) Web marketing will be adding newsletters.
- 246. Passive Marketing: Primary Cause, Secondary Cause, Tertiary Cause Active Marketing: Wide Sweep, Reduced Sweep, Targeted
- 247. Patient-driven services and Physician-driven services
- 248. people, technology and business
- 249. Periodical ads, word of mouth, business referrals

Question 2: The Elements, Pillars, or Foundational “Pylons” Supporting My Marketing Strategy Are:

- 250. Personal contacts phone
- 251. personal one on one, paper advertising and referral
- 252. phone contact / mail contact / personal contact / multipliers
- 253. Physical Store, Word of Mouth, Seminars, Direct mailing, Magazine ads, TV commercials.
- 254. Please note: I have two businesses 1. A tutorial School 2. A Website with which I market products (developed from 1) for cross ref. Refer to Incredible Case Studies Case Nr.: 234 Joe Kennedy. I shall refer to my Internet Business from now on. Direct Mail Ads. 2. Direct Sales
- 255. PM; in-house sales people; Schwab et al; traditional referral sources
- 256. PR , Advertising
- 257. PR, constant personal contact, advertising, direct mail, company literature,
- 258. Practice, patient, diagnostic, marketing Software Direct, Commission based sales to the end-user Web based information, applications and product sales. Paid training seminars and programs Strategic Alliances
- 259. PR Alliances Referrals Database contact systems Website
- 260. Price promotion On pack offers Public relations – media coverage Sampling to drive consumers to purchase My marketing strategy is based on the following key strategic/tactic objectives: To produce 4 million liters of cider per annum To make our vinegars the brand leaders in the UK To make our company the number one apple juice supplier to the food ingredients industry.
- 261. Price, promotion, product, place.
- 262. print /mailing and referral
- 263. print, direct mail, referrals
- 264. Problem solving, leadership modeling, training division
- 265. Product, Price, Delivery & After Sales Service
- 266. Promoting our product through the Internet.
- 267. Prospecting new Realtors, generic newspaper ads, referrals from past clients
- 268. Prospecting, lead follow-up, presentation and closing.
- 269. Proved experience and results No risk in terms of budget Guaranty of results acquired
- 270. Providing “Cruise Consumer Guide ”Placing clients in our “Cruiser Club” service Providing “Perfect Cruise” Analyses Providing client with cruise and port information online
- 271. Public appearances (speeches), community visibility (organization boards), publishing (articles and books), reciprocal referral systems, public relations.
- 272. Qualified people
- 273. Referral Generation--- Always ask for Repeat Business---Business Rewards for Referrals and Repeat Business 4) Physical Store Location generating walk-in traffic appreciation rewards, 5) Excellent Client Satisfaction Policy (\$ back policy)- -----these “client benefit” strategies are all based on a sliding scale of business conducted daily or over the years.
- 274. Referral only Host-beneficiary Risk reversal
- 275. Referral programs, ongoing marketing to existing clients, website, direct response marketing via e-mail and regular mail, viral marketing, mailing list data quality services, lifetime value enhancement services, marketing to non-profits

Question 2: The Elements, Pillars, or Foundational “Pylons” Supporting My Marketing Strategy Are:

- 276. Referral system, outside sales, internet marketing
- 277. Referral system, Risk reversal, Dream 100 concept, Strategic Alliances, Increase fees by focusing on value, Core Story presentation
- 278. referral systems, advertising
- 279. Referrals, phone canvassing, email marketing, local networking
- 280. Referrals
- 281. Referrals
- 282. Referrals – word of mouth advertising warranty guarantee research and development customer service product creativity loyalty program broaden capabilities education prove results
- 283. Referrals and business cards
- 284. Referrals and Information based marketing
- 285. Referrals and ongoing client business.
- 286. Referrals from clients; referrals from professionals; leads from speaking engagements.
- 287. Referrals from clients Referrals from employees Telephone Cold Calls Direct Mail Networking Telemarketing non-cold calls Host/Beneficiary referrals Newsletters Writing and publishing a Book
- 288. Referrals from existing clients Cold-calling pre-selected potential clients
- 289. Referrals Joint ventures
- 290. Referrals, Back-end sales, Direct Marketing, Upgrade selling, Testing, Joint Ventures, Advertising
- 291. Referrals, direct contact/cold calls, occasional mailings
- 292. Referrals, direct mail contact, tele-marketing, trade shows, sales reps
- 293. referrals, direct mail, sign calls
- 294. referrals, direct selling, education, direct mail
- 295. referrals, diversification
- 296. Referrals, In-office workshops, Outside Lectures, and Take -One lead generation boxes.
- 297. referrals, personal network
- 298. Referrals, speaking, direct mail, P.R. , communicating frequently w/ clients, networking, Internet
- 299. Referrals, Writing articles, Public Speaking, Alliances, Host Beneficiary, Direct mail
- 300. Referrals Backend Increasing Size of Purchase
- 301. Referrals Barter Affiliates
- 302. Referrals Direct Mail
- 303. Referrals Direct mail to known subjects Direct calling
- 304. Referrals Direct marketing Joint venture Alliances
- 305. Referrals Talks/seminars Networking events Informal lead sharing alliances Industry associations Website education
- 306. Retail selling Corporate projects (non-frequent)
- 307. Retail Internet
- 308. Risk free guarantee Break-even initial delivery followed by profitable repeat

Question 2: The Elements, Pillars, or Foundational “Pylons” Supporting My Marketing Strategy Are:

- orders Cross selling of other products of similar quality, durability and style
Monthly+ contact with my customer base Pre-eminence through a refusal to offer
anything that we do not believe is a good purchase for the client, education of the
client of that and of how they can lose by buying products below the quality they
need for their venue and the constant supply of useful information to my clients
Monthly promotion to my dream 500 prospects Constant improvement of our
sales materials and marketing tactics through controlled testing Interaction with
my client base to find out what other suppliers they have found to be excellent
and what their frustrations are in order to match the two between clients and
develop host/beneficiary relationships Referral system activated by any customer
reordering Easy ordering process created by CRM software providing quotes and
order processing, combined with efficient prospect/client follow-up
309. risk reversal and break even
 310. Risk reversal. Offer value and results.
 311. Running seminars, referral system, flyers, developing awesome service
 312. Sales response direct salesman
 313. Sales letter followed up by phone call, sell a meeting and sell product. Referrals from clients. Advertising in media, online and newspapers
 314. Search engine traffic right now and use a automatic submitter to keep high rankings on search engines
 315. Secure the base, enhance customer focus, grow the business, build a strong and capable organization, strategic tools
 316. see above
 317. see above
 318. seeking and identifying strategic partners for marketing purposes
 319. sell\rent apartments
 320. Selling group leaders and have the group members sell our product2. up sell existing customers
 321. selling through dealers, referrals,
 322. Seminars, consulting
 323. Seminars, Direct mail and referrals.
 324. Sending people out to try to bring in new clients and paying them a commission to do that
 325. Service
 326. Service, skills, knowledge, relationships, knowing lifetime value of customer
 327. Service-Beacons-Marketing Team.
 328. Service Referrals
 329. show-room, customer needs assessment questionnaire (leads and customer data base building), pamphlets, web page, newsletter, DM, referral system, newspaper Ads etc.
 330. shows , and distributors, web
 331. skate team, private parties, clubs, bands, flyers
 332. speaking, networking, referrals, website positioning, product creation and distribution
 333. Strategic alliances, referrals, risk reversal, education
 334. subcontracting; looking into implementing a real estate component flipping fixer-

Question 2: The Elements, Pillars, or Foundational “Pylons” Supporting My Marketing Strategy Are:

- uppers; getting certified as minority small business to compete for lucrative government contracts
335. Support? I am just now acknowledging that I've been out in left field!
 336. Targeting backend, risk reversal, making it easy to say yes, joint ventures, usp, customer referrals, packaging, bump (cross sell)
 337. TBS
 338. Technical information, market information, a bank of specialized talent, personal determination (passion)
 339. Technology – focusing on leveraging automation that is offered by technology – I have over 10 years of implementing technology solutions in all sized businesses and corporations so now I am just doing it for myself Partnerships – I have a pretty strong contact base and so I am leveraging the services and products that my “professional friends” are able to offer - - we do not currently do any type of referral fee as of yet, but I am considering it.” Grass Roots Marketing” – we are in the process of compiling a database of all of the folks that we have previously worked with and we are contacting them to either (1) be a part of what we are doing, (2) be a customer of what we are offering or (3) a combination of the two.
 340. Telemarketing
 341. Telemarketing (when slow)referrals website
 342. Telemarketing Publicity Referrals Networking We tried direct mail and phone follow ups to qualified business lists with zero success.
 343. Telemarketing, Direct marketing, Web site, Personal sales force, Referrals and some Host beneficiary relationships.
 344. telemarketing, direct response, referrals, group presentations, one on one needs analysis, strategic alliances, web
 345. Telemarketing, Sales letter, Seminars, Trade shows and conferences, Referrals
 346. Telemarketing; Newspaper advertising; Referrals.
 347. Telemarketing Direct mail – lead generating, etc. Referrals Repeat business from old ‘cold’ customer and former clients partnering with individuals or business who will benefit from the association.
 348. Telephone intros, Advertising, Back end (selling urns, nameplates etc), Referrals, Endorsements, Trade fairs.
 349. television and radio direct approach to family, friends and associates warm market contacts new contacts to people whom I meet every day cold market contacts through qualified names lists Internet approaches
 350. Thank you card, Follow up call and letter. (And a follow up call for all the clients from the previous month to reconfirm their satisfaction and offer any other services). And a referral program in progress.
 351. The aforementioned search engine-related steps, plus the emailing/faxing of timely information to various sports media. (I regret that I am still much more “diving board” oriented than “Parthenon” oriented, right now.) I also used to send out periodic press releases via Business Wire, but quit when they tripled their prices.
 352. The phone is always answered, memberships are sent out the same day, and our insurance coverage is the highest in the industry.
 353. the seminar presenter selling the service at the seminarfor option traders
 354. They are (please list general categories) (a) Direct Sales - In-person face-to-face sales and written proposals. And (b) referrals.

Question 2: The Elements, Pillars, or Foundational “Pylons” Supporting My Marketing Strategy Are:

- 355. They are to ask individuals if their entity has clear procedural and systems in place, hardware and software to do the job they require, a website with secure communication built in behind it, a kaizen attitude of constant improvement.
- 356. Three different products generation revenue, Overall Men's Health Marketing strategy that ties them together, An integrated sales approach, Active in-licensing program
- 357. Title 1 home improvement loans followed by consolidation into a new 1st mortgage in concert with Community Development Corporations.80 to 100% interest only financing to the more affluent Baby Boomers who are unprepared to finance their retirement. Outbound tele-marketing to targeted sub-prime and FHA/VA homeowners for consolidation and rate reduction. Traditional relationship based mortgage origination. Development and implementation of 3 or more client follow-up and ongoing referral solicitation programs coordinated through a client/contact data base to assure and automate follow up/follow through.
- 358. To give implementation support to our clients that is practically unheard of in the industry
- 359. To launch my new operation creating a USP, Press Releases, host deals, direct mail, direct sales, distributors, telesales, and presentations at useful functions where possible clients meet. To provide risk reversal, to use referrals and testimonials ASAP
- 360. To provide cutting edge training and coaching, To use a substantial Internet marketing campaign, to employ a major Publicity campaign, To teach community members how to use 60 different marketing weapons to build the community
- 361. Trade Shows, Advertising, Direct Sales, Telemarketing, Publicity
- 362. Traveling sales persons; referrals; tradeshow; ads
- 363. Trust – through best warranty in industry Specialists – knowledge that a specialist is best equipped to do the job properly Certified – proof from third party that we are well trained and knowledgeable Personal – showing the consumer who we are personally Education-providing information to assist the consumer in decision making Awards-proof from government and private agencies that we are concerned for the environment Focus – on the areas and client types we want to draw from Cost – we cost less in the long run
- 364. trusted products, cutting edge ideas, unlimited support
- 365. TV appearance, YP, free reports prerecorded methods. asking people for referrals. Web presence
- 366. Unique corporate identity; unique environmental identity; web-centric database model for everything; joint R&D efforts with major manufacturers; good inventory and product mix.
- 367. unknown
- 368. Use 50 existing realtor bases to promote us. Promote to top 800 realtors not using us: email, mail out and promote to past clients to bring in referrals promote to CPA, attorneys, other to refer business
- 369. USP delivery and repetition Referral systems Guaranteeing purchase value and ROI Host beneficiary relationships Advertising Systematized word of mouth generation Acquiring qualified lists Systematized client information and education seminars In house education workshops
- 370. USP, risk reversal, lifetime value, host-beneficiary, endorsements, preemptive positioning, referrals, backend marketing; testing (ask the target markets what they want first and create solutions to the problems they are highly motivated to

Question 2: The Elements, Pillars, or Foundational “Pylons” Supporting My Marketing Strategy Are:

- solve.
371. Value-added features that are 1st in the industry. Customizing the basic product to satisfy the customer Work with 5 strategic customers
 372. vendors, newsletters, advertising, past clientele
 373. Verbal referral, email referral, direct mail, endorsement,
 374. Voice marketing and referral business by quality projects and done professionally.
 375. Waiting for clients to call me.
 376. Water blast products, concrete pumping products, metric products, hydraulic products, industrial hose products, distributor div products, OEM products, end user products.
 377. We get referrals and leads for USPS reps; we get referrals from our existing clients. We have tried joint venturing with Parcel consolidators – but we have only gotten about 20 client this way. We have tried doing joint ventures in the industry but have not gotten many sales this way.
 378. We have just started putting a marketing Strategy, we targeting our database, following up on old customers, started sending newsletters, offered a guarantee, set up referral program, and created an automotive follow system in our database. We are in the process of creating some exciting host beneficiary .We sending out a series of letters (direct marketing) to our warm clients and another sequel letters to our hot clients
 379. Web Page positioning Driving traffic to the web page E-mail newsletters 2 times a month Catalogs – twice a year Seminars – 5 times a year Affiliate marketing Wholesale to schools Referrals / Buddy plans
 380. Web presence, referral system, direct mail, seminars, executive club,
 381. Web presence Email newsletter Newspaper ads Features in National Magazines Postcards Personal letters Personal customized ordering on Website Shows Members of Organizations and Groups, online and offline Retail selling Teaching Classes ,Speaking, Joint Ventures, Testimonials, Referrals
 382. web site, email, direct mail, networking
 383. Web Site, Office Newsletter, Weekly informational handouts, community involvement activities, Young Athlete programs, Patient Education program, Business Outreach program
 384. Web site, www.cliveswersky.com Weekly “Must-Know” Info TM Bulletin Referrals Follow-up phone calls Contact by email announcing special offers One-on-one meetings with clients Network Exchange on my Web site with listings provided if a set number of referrals are given to me Offers of free information and articles Personal conversations in social and business settings
 385. Web site Articles and speaking engagements Traditional networking
 386. Web, direct mail, PR, advertising, email promotions/newsletter, joint ventures, seminars, trade shows, referrals, direct sales. testimonials
 387. Web, email, phone
 388. Website
 389. Website and newsletter Internet Articles Networking Speaking/workshops Books and Electronic courses Telecourses
 390. Website service Book Tape Seminar Write articles
 391. Website, eZine, Affiliates, Speaking, Consulting
 392. Website; Opt-in E-zine; free special reports; E-Books; industry specific publication

Question 2: The Elements, Pillars, or Foundational “Pylons” Supporting My Marketing Strategy Are:

- news articles; PR Releases; telemarketing; client surveys; cross-marketing; referrals; joint ventures; affiliate program; tradeshow; Educational Seminars and direct mail.
- 393. wholesale and retail channels
 - 394. wholesale, direct, internet sales, manufacturer's reps.
 - 395. Wholesale; Internet; Direct Mail; Publicity, Print, Field Days, Public Speaking
 - 396. word of mouth
 - 397. Word of Mouth advertising – referrals, Direct Mailings (e-mail), Phone Follow Ups, Community Seminars and working sessions
 - 398. Word of mouth and yellow pages trade shows
 - 399. word of mouth, personal calls to old clients, enthusiastic networking opportunities
 - 400. Word of mouth.
 - 401. Word of mouth/referral, Print advertisements, email list, periodic mailings
 - 402. Word of mouth; testimonials; promotional seminars
 - 403. Word of Mouth Media articles Internet Referrals Industry expert
 - 404. Word-of mouth Referrals Teleconferences Seminars/workshops Complimentary reports Charity affiliations Associate affiliations
 - 405. word-of-mouth, referral sources
 - 406. working on it
 - 407. Working our current and past customer list Client referrals Personal selling by company principals Selling by part time commission agents Risk reversal – 100% lifetime performance guarantee Website presentation to search engine browsers Joint Ventures Host/beneficiary affiliations
 - 408. Write an ad, do some brochures, flyers, send some email, write a book, provide a good consultation or training, newsletters.
 - 409. Writing articles to build credibility and joint venture
 - 410. Yellow pages ads referral reward
 - 411. Yellow pages, Tonerman (see www.tonerman.com) direct phone sales, referrals, direct mail.

Question 3. My Marketing Strategy is Based on the Following Key Strategic/Tactic Objectives:

Question 3. My marketing strategy is based on the following key strategic/tactic objectives:

1. #1—that the client walks through my door #2—that the client places their order.
(Not too strategic is it???)
2. \$1 m revenue in first year
3. 1) Focus on medium-sized companies 2) Regional outreach 3) Increased recognition 4) collaborative activities
4. 1. Personal phone calls; 2. Advertising in newspapers; 3. Mailings;
5. 1. Be "The Best Choice" the prospect or future prospect can make. 2. Change the Image of the Collision Repair Industry
6. 1. Being easily found via every possible mainstream source (Yellow Pages print book; Yellow Pages website; White Pages book; White Pages website; Operator Assistance; clear and obvious depot signage; branding stickers on all containers, signed vehicles, internet with our own website; etc.) 2. Being known by our target market niches so that when they have a container need, they will come looking for us. If the tactics of 1 have been done right, we will be easy to find.
7. 1. Building and growing a list of interested customers 2. Grouping them into broad categories that fit my range of services and products 3. inducing them to order multiple products from us over time
8. 1. Building and growing a list of interested customers 2. Grouping them into broad categories that fit my range of services and products 3. inducing them to order multiple products from us over time
9. 1. Gain and maintain 65% of American supplement and functional food market 2. Develop and dominate healthy niches on the internet for families and use them to sustain and increase 1 and 3. Dominate personal learning and personal growth related information ware as related to the two above objectives
10. 1. Preemptive USP 2. Marketing to Client Data Base 3. Direct Mail/Marketing
11. 1. Provide free information about our concepts and methods 2. Convince prospects to make a small initial purchase (e.g. purchase of a book or sign up for a newsletter) 3. Work on the customer base and try to sell the higher priced products (e.g. seminars)
12. 1. To identify prospects who would benefit from the MYM system 2. To educate prospects about the MYM system benefits and how it would work for them 3. Capture prospect contact information and communicate on a regular basis to move prospect closer to a buying decision
13. 1. Up sell larger items and more of them 2. "Backsell" to derive eventual residual income
14. 1. teach/set buying criteria 2. Learn/Consult clients have vs. needs vs. desires 3. Create dis-harmony between client vs. buying criteria 4. Bring our jars into harmony with clients buying desires/ criteria 5.
15. 1. Use USP that communicate deep my Class a customers, 2. ensure my product is updated, 3 use effective, low cost ad medium
16. 10 new contacts per month, 5 sit down interviews, 3 client sales, 1 new recruit
17. 10,000 merchants who provide \$100 in profit per month
18. 100,000+ raving-fan patron clients; 10,000+ raving-fan artist clients (100+ successful millionaires); \$18,000,000+ raised for human, environmental, and arts related charities

Question 3. My Marketing Strategy is Based on the Following Key Strategic/Tactic Objectives:

19. 20% of the market share
20. 20% penetration into 10 Buying Groups with 100 or more members.. And 100 active agents producing 2 new customers per month.
21. 3 key clients, leveraged to encompass a dominant market share.
22. 3 key clients, leveraged to encompass a dominant market share.
23. 3-5 clients
24. 5 new partners per quarter. Communication Segment market and keep in front of them.
25. A desired overall position in the marketplace as the provider to help you succeed.
26. A) Get a daily interview with someone in order to sell family policies and B) Get in touch with 3 different companies every week and start the follow up a week later in order to sell policies to companies.
27. A) Technical superiority and topnotch reliability B) Customers for life C) Best value for the customer D) Don't give the customers a reason to change to my competitors E) Sales person is their best friend and best ally F) Strategy of Pre-eminence
28. a) To find potential clients who are looking to purchase audio visual solutions for their schools. b) To sell \$3,000,000 worth of AV solutions to schools in Victoria, Australia c) To conduct three presentations a day to highly qualified prospects. d) Produce a weekly newsletter that sharing teaching resources taking advantage of AV technologies.
29. a. Maintain the company image in front of the "specifying" group of engineers. B. work with the engineers to maintain their awareness of our services.
30. A. Search engine placement. B. Telemarketing. C. Free email newsletter. D. Free 2-page website.
31. A. friendly, face to face, easy to follow presentations, b. active participation in several community programs that will generate a network of small business owner that will transform into revenue lead generator.
32. a/ reduce inventory b/ to increase recognition/ to increase retail and trucking revenue d/ to increase profit and ROI e/ to expand the business
33. Achieve £8m+ sales per annum from 60% existing customers and 40% new customers
34. Achieving an excellent ROI for my clients. Reducing Total Cost of ownership of the services we provide
35. Acquire properties, build database, feed products
36. Acquire the maximum number of qualified prospects for the least amount to establish an initial cash flow.
37. Adapting public relations to the Internet. Providing fast, relatively inexpensive high quality service via Internet to PR professionals, in essence operating as additional staff for them when needed. Be the person PR agencies turn to for quick quality work particularly for written documents including strategic communications plans and message development. Internet strategy aimed at small business owners and others.
38. Add 10 ERP new customers per year (this take about 26, 5000 calls per year, to find 150 prospects to get 50 demonstrations to get 20 executive presentations to attain 10 ERP sales)Add 20 ERP extensions new customers per year (similar numbers)The repeat business (follow on programming and upgrades is promoted based upon changes in IBM policies, support contracts expirations, and need for

Question 3. My Marketing Strategy is Based on the Following Key Strategic/Tactic Objectives:

- additional capacity)
- 39. ads and mailers
- 40. Again, to gain recognition within the relevant media in particular, and then to approach the fan base in general.
- 41. Allow potential referrers to get to know me personally, my skills and how I work.
- 42. anything that works
- 43. Approach businesses with existing customers and form alliances.
- 44. AS THE AREA.
- 45. Asking for and tracking referrals.
- 46. At consulting firms and technology companies figure out who has a head ache and then figure out what an aspirin looks like to them.
- 47. -Automate document production-Staff training-Information marketing-Lawyer Referrals from lawyers & other professionals
- 48. Back-end/repeat revenue, low cost to serve, richest sources of new customers
- 49. basically using strategic alliances with bigger companies to use my services to help them achieve their business goals
- 50. Be in the inner group of standards committees. Drive the spec. Write the specs. Because we're in the inner group, we'll have first knowledge of the direction the working group is taking, and so can develop prototype products to release at the same time as when the specification is officially released. Appear smart. Conduct net seminars on the topic over one to three months. Release a white paper. Do a full-fledged blitz in the media. Try to get speaking engagements. For mature products, try to 'steal' or bump out the original design win by promoting a same-die size, same pin number exact replacement for current design
- 51. Be seen as the expert. Get potential clients to call me after "word of mouth" referrals.
- 52. Be the best doctor I can be and people will send in there family and friends
- 53. Be the trusted advisor that they would ask first, be responsive to needs whether real or perceived, be proactive in suggesting improvements. Business from existing client referrals.
- 54. be visible to our target audience as often as possible as inexpensively as possible
- 55. Become the market leader Create new categories Differentiate by all possible aspects.
- 56. being a resource for information and services- even outside our industry
- 57. Being a startup, my vision is to capture a leadership position in the industry with other competitive/complimentary business coming to us for advice and clients see us as the only real choice.
- 58. Being associated with the best Network of product providers in the UK giving us access to well presented research competitive products
- 59. Being perceived by my clients as the expert in the promotional and recognition marketplace
- 60. Being remarkable (different) within my niche; Reaching people through multiple channels; compiling a large mailing (email) list and staying in contact frequently
- 61. being the known local estate planner/giving back to the community/providing the most honest and ethical advice
- 62. Being the most respected service provider in our field. Best of class.

Question 3. My Marketing Strategy is Based on the Following Key Strategic/Tactic Objectives:

63. Biblical fundraising without being a merchandiser in the temple
64. Brand awareness – services offered awareness
65. Brand recognition, Customer Loyalty, Value
66. Bring in new clients
67. Bringing maximum exposure of my services to the widest audience
68. Bringing people accused of crime/dui that can pay to me!
69. Build a list of prospects (Tactic) Build a reputation as a knowledgeable vendor providing valuable advice in terms of products and selection so that the client can in fact improve on quality of life (tactic). This is associated with information products as well as nutrition products.
70. build a niche and expand influence through successful client involvement
71. Build a self sustaining organization with renewable leverage.
72. Build client based through trust-relationship that end-user clients already hold with their most trusted advisor in the realm of marketing (their marketing consultant).Build trust in Order Motion brand both with marketing consultants and their end-user clients. Introduce whole array of business products to two client bases (1) marketing consultants, 2) end-user clients).
73. build credibility
74. Build customer awareness, explain benefits to customers, get customer to purchase
75. Build more top patients, capitalize on back-end sales, develop hidden assets all while providing the best possible service and comfort for patients.
76. build relationship, exhibit expertise, educate, generate referral
77. Build the biz within the next 3 years to increase value to the maximum I can in order to sell it.
78. Building a network of partners that sells so much of what I offer that I can expand my business.
79. Building a relationship, credibility and trust with prospects gradually over time so they will be motivated to act on my encouragement and recommendations
80. Building pillars, working consistently. Starting a Dream 100 push. I am reading marketing books everyday and going through the events tapes and materials too.
81. Business incorporated September, 2002Web site available October, 2002First consulting engagement before the end of December, 2002For 2003:One article published per quarter One speaking engagement per quarter10 references to the web site in business or trade publications, or on influential web sites At least one client project per month Face-to-face discussions with at least 5 new prospects per month
82. By word of mouth
83. Call people everyday and ask them if they want to buy or sell in the next 7 days.
84. Capture 1% of the physicians in our geographic area for reimbursement contracts and 2% for allied health products. Cap growth and concentrate on capturing the highest quality customers. Develop the reputation in the medical clinic community of being the source of the very highest quality of service. Get this message out by all practical means: referral, advertising, direct mail, canvassing, tradeshow and such.
85. Clear identification of market profile Identification of market needs Development and implementation of marketing program best suited to serve market needs.

Question 3. My Marketing Strategy is Based on the Following Key Strategic/Tactic Objectives:

- Monitoring and adjustment of marketing process and initiatives to maintain alignment with most profitable opportunities.
86. Clearly delineate the quality of our services over our competitors
 87. Close relationship with Microsoft's account managers who are compensated based on regional sales volume.
 88. Competitive number of Sales force, Competitive Advertising/Media placement, DTC advertising, Customer relations and referral system
 89. Consistent Communication about how our services will provide greater overall value to our clients through our Expertise, Systems and people.
 90. constant flow of new customers
 91. Constantly promoting our services to our potential market place. Some companies may only require one contact and some companies may require 20 contacts before they start to conduct business with us. We look at the various different ways we can make those possible 20 contacts.
 92. Consult, consult, and consult.
 93. Contacting clients in person monthly, direct mail piece quarterly
 94. Continually build net worth with security of capital and excellent positive income flow. Keep expenses minimal. Use contractors.
 95. Continue the Fairs which are the base of my market. Open new methods to distribution, which I have rejected in the past. Maintain my quality and to let my clients know about it. Create a database of clients that I have gathered for 35 years and never marketed.
 96. Continue to challenge and enhance our organization skills to meet the changing dynamics better and faster than our competitors. Build capabilities to foster an organization which is informed, aggressive, entrepreneurial and committed to quality products, service and programs for our customers and consumers.
 97. Create a formula for our regional consulting services that can be replicated in different parts of the country. Make the licensing, teaching or selling of that formula profitable. Launch a business-to-business newsletter that creates its own revenue stream while serving as a marketing tool for consulting services and products. Publish a nonfiction book to build instant credibility and a competitive advantage for consulting services while generating income and profits. Use publicity in appropriate media to build awareness, credibility and marketing materials. Use our web site to build credibility, describe services and products, invite inquiries and sell products to create qualified leads and capture sales. Use key word search ads on Google to link prospects to our web site
 98. Create a reputation for unmatched quality, value, and effectiveness.
 99. Create an environment where they call me
 100. Create Branding In Marketplace Create Continuous flow of income Create Growth to World Stage
 101. Create USP, Create \$\$ goal, Define market targets(s) Create tactical plan and timeline, Carry out plan, Measure everything, evaluate, modify, hone, test, test, test, and modify some more.
 102. Creating a niche in the market place and maximizing on the resulting new business.
 103. creating differentiators in my clients minds concerning my firm
 104. Currently, staying alive.
 105. currently... bring in business to meet overhead

Question 3. My Marketing Strategy is Based on the Following Key Strategic/Tactic Objectives:

106. Customer Feedback / High Value
107. Customer Satisfaction
108. Customer satisfaction and word of mouth.
109. Customer Service , Professionalism, Promotional Literature, Means of Advertising, Pricing Policy, Location and Visibility of Business, Competitive Edge
110. develop a clientele that fully trusts my recommendations
111. Develop deep, solutions focused relationships with 100 organizations per year.
112. Develop long-term repeat business from existing customers and methodically grow my customer base.
113. develop the mktg and sale activity myself develop the mailing tool continue the telemarketing reinforce the referral system develop a internet website
114. develop the perception this is the best
115. developing at least 2 new products to sell each year and putting together at least 1 new joint venture per month
116. developing my clients into partners
117. Developing personal relationships with our clients. This has resulted in substantial new business via referrals.
118. Differentiation from others, doing business with me is easy
119. direct mail to reach our targeted group of prospective customers
120. Direct mail with seasonally appropriate offers/ incentives - Quality product & service
121. direct Mail, Chamber of Commerce Networking, referrals, Email Marketing
122. Direct mail, trade shows, industry publications
123. Direct mail: To educate and persuade without my direct involvement with prospects. Telesales: To sell the appointment and keep in touch. Email Marketing: To educate and influence in small chunks. Referral: To have pre qualified contacts
124. Direct mailings IMedia pro CD's Client events Financial Planning for existing company clients
125. Direct regional sales and national distributor network.
126. Do not have a marketing strategy in place.
127. Doing and getting with a problem in the former.
128. Doing something where other not doing
129. dominate small niches with weak competitors use speed and velocity to beat compsell on service and short delivery not price offer technical solutions to customers
130. dominate the legal & professional sector – Become THE GURU Get in front of as many potential clients & introducers as possible Get permission to follow up Follow up by email etc Follow up regularly and keep our name in front of them
131. Don't pay directly for advertising. Have other people do most of the work.
132. Double sales every 2 years.
133. dream 100, keep contacting until they buy or die
134. Drive Internet sales by increasing traffic and sales conversion rate. Finding partners with whom we have a natural fit and can jointly market and increase sales. Finding channels that get us to the largest number of people.

Question 3. My Marketing Strategy is Based on the Following Key Strategic/Tactic Objectives:

- 135. Drive revenue growth and margin.
- 136. Driving customers to my Website to buy my services
- 137. Duh!!! This questionnaire proves to me I do not think like a marketing strategist. Yet.
- 138. during the last 29 years 60 % of our business has come from repeat or referral customers
- 139. Easy to do business with. A program tailored to your needs. We become our clients' partners in helping them grow their business.
- 140. Educate ideal clients that I am the only logical choice for them to achieve their goals.
- 141. Educate the client so that they see us as the only alternative to their problem.
- 142. Educate the public of my ability to greatly eliminate pain from their life. Educate the public of ways they can help themselves to relive pain.
- 143. educational sell
- 144. education-based marketing, generating more referrals and more work from existing clients
- 145. Effective result of previous quality services will become self promotional and trigger mouth to mouth marketing.
- 146. effective results/word of mouth advertising
- 147. endorsement marketing; direct mail; face to face marketing
- 148. ensuring a positive outcome from every sale and ensuring that the client gains the absolute maximum from our programs
- 149. Enter new markets slowly and build a new customer base. Respond more quickly and more frequently to prospects that call in and are shopping around for our type of service. Develop a closer relationship with existing customers via education, tips, etc.
- 150. Establish a minimum of 50 retail outlets within each of three geographic regions within 12 months of operation.
- 151. Establish alliances with affiliate businesses to create reciprocal referrals
- 152. Establish partnerships with Community Development Corporations to assist them in achieving their goals through our programs. Develop and disseminate educational materials consistent with these solutions to their client base. Establish partnerships with financial planners and CPA's to assist them in achieving their goals through our programs. Develop and disseminate educational materials consistent with these solutions to their client base. Hire and train 2 telemarketing teams, develop scripts and programs to promote specific to their respective markets. Contact/Client follow-up & referral solicitation. Develop a series of 12 follow-up contacts for every contact with our company. Develop an ezine/newsletter with genuine value added information customized as much as possible to the recipient via DB info for regular (every 3 weeks) distribution to all Clients. Systemize 3 or more specific referral programs and coordinate them into all of the above activities.
- 153. Establish with client an expectation of superior service. Teach the client to expect timely solutions. Teach the client the value of our services by reinforcing our methods and service.
- 154. Establishing a name for the new brand. Company sales were based 100% on referrals. Now we entered the new stage through establishing a show-room with clear brand identity. All our marketing is focused on building brand recognition.

Question 3. My Marketing Strategy is Based on the Following Key Strategic/Tactic Objectives:

155. Establishing a reliable and growing cash flow from our equity partnerships; while gaining new clients and seeing new potential equity deals - for new and proven applications of our web-based database skills.
156. Establishing sales geometry by primarily selling through other sales organizations. The more we sell, the better our leverage is.
157. Expand the business through mass mailings
158. expanding customer base
159. Exposure to the most receptive audience, education of the customer, definition of buying criteria, expansion of offerings
160. Face to face selling, teleselling, bulk fax, bulk e-mail
161. Feed my family.
162. find people who are ready to make a financial change in their life and help them do it and then ask them to help us help other people
163. Finding a starving crowd (niche market) and then selling information or products to that group of targeted people
164. Finding as many people/clients whose property in foreclosure has, at least 30% equity in it, so we can offer our Foreclosure Rescue Program.
165. finding companies that have slow-paying or nonpaying receivables
166. finding the easiest distribution channels
167. Focus on building trust with prospective clients who have ongoing need for English-to-Hungarian translation make absolutely positively sure that our work is of exceptional quality, every single time. Educate clients about the translation process and how to get most out of it. Educate clients about the value we bring to them and how and why we are different from our competitors.
168. focus on providing solutions contracted direct to building/facility owner (as opposed to solutions contracted through M/E companies and other contracted arrangements whereby we are contractually isolated from the owner), maximizing value to owners of commercial buildings, via excellence in project management, via excellence in systems integration, profit growth (not just sales growth), selling through 2 distinct channels, direct operations, third-party system partners
169. free PRInternet Marketing strategy
170. Friends first, money-back guarantee second
171. gain market share
172. gain market share, identify new customers, identify new markets and increase profitability
173. Gain more business from existing clients and to gain new referral clients.
174. Gain more work, follow larger opportunities, bid on only profitable projects
175. gain new accounts without losing old (profitable) accounts
176. Gaining new customers and working those customers for referrals
177. generate 200 qualified leads per month via the internet, convert 5% of the qualified leads to clients, keep the clients a minimum of 24 months, have each client pay \$1000.00 per month for the services, have 5 coaches working with a capacity of 25 clients per,
178. Generate a high volume of leads thru multiple marketing methods, contact and schedule those leads for an introductory or low cost service, communicate with them about their needs from a consultant-relationship viewpoint, and provide them with excellent service.

Question 3. My Marketing Strategy is Based on the Following Key Strategic/Tactic Objectives:

179. Generate clients by own sales and marketing practices then farm them out to associates who do the work and pay me a percentage for doing so
180. Generate fewer but more qualified leads so I spend less time talking to the people in order to convert them.
181. Get 5 million dollars in yearly sales of subscription based smart postal solutions.
182. get a steady flow of referrals from the above sources
183. get and keep clients
184. get as big business owners email list as I can get as high as possible CRs by continuously testing my marketing materials give passion to my affiliates so they promote me like wild
185. get in front of people and sell them personally
186. Get in front of the customer
187. get new customers and maximize the amount of business from existing customers by providing turn key design/build construction services (normally offered on large multi-million dollar projects) on projects less than \$50,000 to manufacturing and commercial customers who have tight budgets
188. Get people to realize that the current way that they are taking care of their health and basing it on symptoms or lack there of is or soon will be ruining their health and therefore life.
189. get retainer fee if possible stay within fields of pr, design or writing serve clients for whom I have a passion serve clients who can pay the bills without problems serve clients who "get it" .. They recognize they need PR or marketing help & are willing to spend money and energy to try different approaches than what they've tried before.
190. Get the word out that I exist and the benefits I can provide using the methods I described above.
191. Get them to buy from me again and again
192. Getting 1000 patients under long-term wellness care
193. Getting prospects, hosting seminars, personal sales, and telesales.
194. Getting the most out of each pylon by attacking it aggressively.
195. Getting the word out and focus in our specialty
196. Give each customer extra value, and showing them that they get that- before, and after the sale. Personal presentation of myself, and my vision with every new prospect for joint ventures. Giving the customers the opportunity not to pay if we do not reach set goals.
197. Give free reports to gain email addresses, then nurture the heck out of them to sell them into \$1500 seminar.
198. Give them more than they expect.
199. Go for the highest margin. Only go for low margin business if there is a chance for repeat sales.
200. good service, customer relationships
201. GreenLifeGroup.com will become a domestic top-ten provider of alternative health and holistic information, education, and resources, serving the entire population of computer-literate people. This will be accomplished through continuously monitoring needs of customers and matching those needs with corresponding niche-marketing techniques, which will serve to keep existing customers and spread word-of-mouth advertising. To gain new customers, we will employ a

Question 3. My Marketing Strategy is Based on the Following Key Strategic/Tactic Objectives:

- variety of conventional marketing techniques and track the effectiveness of each in their respective markets.
- 202. Grow current accounts... successfully contact new accounts with new orders as the result
 - 203. grow market share, grow revenue
 - 204. Grow sales
 - 205. Grow slowly as there is only me working in the business.
 - 206. Guarantee, Unique manufacturing process=best product quality, understanding and meeting the customers needs, educating the customer, keeping in touch with the customer.
 - 207. have 200 of 800 top realtors look to us as expert for their clients loans needs, to be their sole source as most of our 50 realtors do, and have past clients and other referral sources place us in the highest esteem
 - 208. Have none
 - 209. Have the movers and shakers use the product first and then this will create demand from the masses.
 - 210. Have them contact me.
 - 211. Help clients improve how they master information.
 - 212. Help others, make money, gain exposure
 - 213. High volume with low operating cost.
 - 214. Hit as many prospects as possible using multiple approaches from different angles using different mediums.
 - 215. host/benefit relationships
 - 216. How does this make me money? How long does it take? What do I have to do to achieve this? How much of my time do I have to put into this?
 - 217. I am a startup company and not yet formulated this yet
 - 218. I am in the process of getting endorsement by Iowa Independent Auto Dealer Association. This would fall under host-beneficiary model.
 - 219. I basically will read about a new idea or theory and give it a try. I lack a lot of follow-up and testing.
 - 220. I couldn't explain key strategy objectives
 - 221. I don't have a marketing strategy but have reached a point of thinking it's time that I should.
 - 222. I don't have a marketing strategy other than increase each of the 3 ways to grow a business – no of clients, have dollar sale, number of transactions
 - 223. I don't have one
 - 224. I don't know
 - 225. I guess I don't have one.
 - 226. I have no marketing strategy at this point.
 - 227. I have not developed one.
 - 228. I like low overhead and high profits. Do not want to risk too much and do not want to grow my company at any costs. I think my company is a tool for good life of me and my family.
 - 229. I seek two things. Customers and business partners. My marketing strategy is geared to have customers try my product and to find new business partners to

Question 3. My Marketing Strategy is Based on the Following Key Strategic/Tactic Objectives:

- help market my product.
- 230. I sell under three different business names
 - 231. I've recently changed the focus of my consulting activities. I'm developing an overall strategy but so far, I've been primarily tactical but the tactics are designed to increase awareness and secure a face to face presentation to a potential client.
 - 232. Identify "high value", "high likelihood of repeat cruise" clients. Maximize client knowledge while minimizing client contact.
 - 233. identify and sell the top 100 new customers
 - 234. Identify and uncover new markets Introduce our company to targeted businesses in those new markets"Once a client, always a client" – follow through on the best service we can offer. Make that client more valuable by offering/selling our additional skills and talents to them when appropriate.
 - 235. identify key referral sources to originate the 40MM/year
 - 236. Identify the key industry contacts, then allow them to use their already established networks to market our technology.
 - 237. Identifying and arranging a good relationship with groups that supply potential prospects that I can contact. Writing a series of messages that will increase their interest in our products and opportunity. Improving the personal contact with the new prospects and developing a support and training module that will bring success to the entire group.
 - 238. Improve penetration in Exxon Mobil, Total, Chevron Texaco, BP, and Conoco-Phillips drilling organizations, both geographically and across types of activity (land, etc.); consistently deliver non-BOP workscope to Marathon, Kerr McGee, and Dominion; review offshore drilling activity to identify prospects and sell them services after having prioritized targets based on likelihood of success and size of potential revenue.
 - 239. Improving the per client payment
 - 240. In 2003 I will receive 64.000 usd from 200 clients based on offers sent to 1.000 prospects.
 - 241. In reading your emails, etc., about strategy recently, I now realize that what I have been doing is really just applying tactics, and that I really don't have an overarching strategy yet.
 - 242. In the past it has been lead by the advertising sales people from the newspapers/magazines.
 - 243. In the process of developing a strategy.
 - 244. incomplete
 - 245. Increase active client list by 4 –5 companies with at least \$250,000 in marketing budgets and 1 company with at least \$1,000,000 in marketing budget this year
 - 246. increase and maintain customers while maintaining and exceeding customer expectation
 - 247. increase customer base
 - 248. Increase customer base Increase unit sales Expand the territories covered.
 - 249. Increase customers
 - 250. Increase Exposure Increase Sales Dollars Increase Number of Units Open New Markets
 - 251. Increase healthcare consumer awareness of our practice so that when they think of chiropractic care, wellness care, or family health our name comes to mind first.

Question 3. My Marketing Strategy is Based on the Following Key Strategic/Tactic Objectives:

- 252. increase lifetime value of customer by more sales per, increase customer base through referrals, pay only for results
- 253. Increase new customers through media advertising, hope repeat sales come from referrals that sales rep implement and that customer service is good enough to generate repeat sales.
- 254. Increase no. of clients Increase no. of transactions Increase amount per project
- 255. Increase patient flow
- 256. increase revenue
- 257. Increase revenue from our largest clients Identify new clients Develop custom solutions for clients
- 258. increase rooms sold, increase average daily rate, increase revenue per available room (motel business)
- 259. increase the number of clients that come through the door by offering referral fees
- 260. Increase the number of people purchasing from us and the amount they purchase by offering material they all must have.
- 261. Increased profit through implementing the functional pillars
- 262. increased sales increased clients increased profits leverage referrals
- 263. increasing client base, identifying needs and providing solutions, supporting not for profit organizations
- 264. increasing referral business
- 265. Integrity-Honesty-Service on an equal basis. - The Best I can be.
- 266. Integrate myself into my customer's business so I become a valuable asset
- 267. Invite CEO's to Briefings where they can discover if my message makes sense for them or not.
- 268. is driving the market and not allowing the market to drive you
- 269. Isolate key market segment and use appropriate tactics in each element to penetrate that segment. Test each strategy for effectiveness.
- 270. It is to create the most profitable customer possible where I can sell a wide range of services/products to and at the same time have these customers refer more of the same kind to me.
- 271. Just get the word out. Let people know what else is available
- 272. keep on doing and doing and doing
- 273. KEEP OUR NAME in front of prospective customers with small newspaper ads using our suitcase outline border format WATCH FOR GOOD VALUES FROM MFGRS & PASS ON TO CUSTOMERSFEATURE HOT BUYS, DISCOUNTS IN-STORE AND IN ADS - mostly merchandise we purchased at reduced prices, and can make full margin on. OFFER FREE SERVICES NOT OFFERED BY ALL SHOPS - Monogramming/Engraving, Gift-wrapping, Lay Away, Special Orders
- 274. Key contacts with other people I know
- 275. Key strategy: gradual marketing process that maintains everyone on the database in the loop. Tactics: Internet presence Ezine newsletter Complimentary coaching sessions Free guides Newspaper articles Newspaper advertising Telemarketing - Cold calling Warm calling Free workshops Teleclasses Networking functions Membership of organizations (increases networking)Journal articles, follow-up, follow-up, follow-up!!
- 276. Know the market , what customers need why most smb's perform poorly online

Question 3. My Marketing Strategy is Based on the Following Key Strategic/Tactic Objectives:

- 277. Lead generator on the web
- 278. Lead generators, marketing pieces for nurturing future buyers.
- 279. Leverage the peak performance checklist
- 280. lifetime value of customer, referrals
- 281. Listen, Do it, or effectively Refer it.
- 282. Local marketing through Service Clubs, Chambers of Commerce, newspaper PR, Yellow Pages. Expanded marketing through internet.
- 283. Locate the customer and satisfy his or her needs.
- 284. Location, Word of mouth, a few ads.
- 285. long term sustainable growth
- 286. low hanging fruit—b-c—focused on residential consumer where everyone else is looking at big/mid sized companies
- 287. Lowest cost but highest impact methodology to reach targeted prospects that will produce a sale
- 288. Mailing information to those who request it.
- 289. maintain and longer term possibly grow
- 290. maintaining focus and dominating a niche that allows for rapid sales cycle, involvement in wide variety of industries, access to top quality companies, exposure to many departments within client companies; low customer acquisition cost; resolving significant pain points for clients with their communication/notification needs; capitalizing on tremendous back-end opportunities; tremendous leverage using inexpensive technology and outsourced print/mail providers to allow few individuals to generate explosive profits; provide truly extraordinary customer experience in stark contrast to common practice within the industry; leverage marketing expertise to reward clients with substantial bottom-line growth exceeding their expectations.
- 291. Maintaining relationships with key individuals within my client organizations.
- 292. make contacts with key individuals
- 293. make more money
- 294. make sales, differentiate my business in the industry
- 295. make sales, differentiate my business in the industry
- 296. Make sales.
- 297. Market Expansion – Growth/Profitability
- 298. Market leader in the Austrian province “Vorarlberg” for small business Marketing-Consulting Every month three new clients Marketing-Consulting with best impact for my clients
- 299. Market new systems to clients as our lawsuit and lawyers allow us to do.
- 300. Marketing and building a list and rapport with customers.
- 301. maximize the business from each client, educate, provide better service, develop relationships
- 302. Maximum lead generation and sales conversion at lowest cost with highest profit margins and terrific customer satisfaction, repeat business and heavy word of mouth referral generation
- 303. More workshops /seminars (we have about 25 of them) lead to more relationships / publicity lead to more workshops &/or Executive Level coaching and organizational redesign (using structural dynamics by Robert Fritz)

Question 3. My Marketing Strategy is Based on the Following Key Strategic/Tactic Objectives:

- 304. Most businesses from medical to jewelry that are consumer based at one time or another have cash flow problems. My strategic approach is to locate and identify ways that I may appeal to the greatest number of those businesses en masse rather than one at a time. My tactical objectives are to explore and implement those ways, appeal to them in such a manner that they will be knocking at my door, enroll them into a service that will serve them, and maintain an ever expanding relationship through friendship and service.
- 305. Most of our marketing is on the internet. We have just brought on 2 independent sales people to take our product into businesses.
- 306. My key objective is to place myself above other mortgage brokers by providing education on mortgages rather than just selling a mortgage
- 307. My objective is to attract sales oriented people to help launch our business.
- 308. My objectives are to increase clientele, increase retention, customer service, and increase the number of independent contractors underneath me in my business.....getting them filled up with clients.
- 309. My strategy is to not market directly to the end company that needs my service, but to the middle-company that can't survive without resources. My tactic is not to compete with the "Big Boys", but to assist the "Big Boys".
- 310. N/A
- 311. n/a
- 312. N/A
- 313. N/A
- 314. n/a
- 315. N/A
- 316. Network marketing is a numbers game so my strategy is to get the information about the benefits of our products and then association with our company to as many qualified people as possible
- 317. Networking and word of mouth referrals; highly targeted email messages to stimulate interest in what we have to offer.
- 318. New business – not yet formulated
- 319. new listings, new buyers new web presence
- 320. no
- 321. No cold call prospecting
- 322. No Marketing Strategy
- 323. None
- 324. none
- 325. None
- 326. none
- 327. None at this time
- 328. none yet
- 329. None yet established. This is a young start up company.
- 330. not defined yet
- 331. Not industry or market focused, see a prospect, make a contact, and make a presentation, make a sale.
- 332. Not much satisfied patients and professionals will refer me; those looking for a

Question 3. My Marketing Strategy is Based on the Following Key Strategic/Tactic Objectives:

- counselor find me first in line in yellow pages
- 333. not sure
 - 334. Not sure
 - 335. Not sure
 - 336. not sure
 - 337. not sure
 - 338. Number of contacts/leads.
 - 339. number of customers served per month; number of repeat customers per year
 - 340. Numbers ~ reaching over 5 million people per month
 - 341. obtain a continual flow of high quality leads
 - 342. obtain referrals, diversify into other services
 - 343. Of following our marketing plan.
 - 344. ongoing client acquisition is the main focus
 - 345. ongoing client acquisition is the main focus
 - 346. ongoing client acquisition is the main focus
 - 347. ongoing client acquisition is the main focus
 - 348. Ongoing development of the client for life philosophy through the constant use of customer feedback and deployment of a core of financial products that help the client achieve a greater net worth.
 - 349. Only get involved in stuff I like.
 - 350. Only in beginning phases of coordinating marketing efforts
 - 351. Out market competitors
 - 352. Out market competitors
 - 353. own a list of 100,000 subscribers generate revenues of \$20,000 per month in online sales
 - 354. Partnering
 - 355. peace of mind for my clients
 - 356. People inquiring need to be educated as to what we do and how we can help them by people they trust.
 - 357. people need what we have to offer
 - 358. people not interested in my service will not buy
 - 359. People will do more for what they want than what they need and we are trying to give them what they want while giving them what they need.
 - 360. People will pay for their vanity, vitality and their health
 - 361. Permanent prospecting, evaluating, contacting, networking
 - 362. personal contact
 - 363. Personal contact with as many potential clients as possible. Utilize networking, referrals, cold calls
 - 364. Personal relationships development tactics which support strategic positioning.
 - 365. Personal contacts Referrals
 - 366. Personal contacts Referrals
 - 367. phone book

Question 3. My Marketing Strategy is Based on the Following Key Strategic/Tactic Objectives:

- 368. Planning, marketing, dealing, executing, and following up.
- 369. Position my self as an expert via results,
- 370. Positioning as making language easy through visual clues. Extensive market education to build the position and risk free trials
- 371. Positive relations with my patients.
- 372. PR
- 373. Pre qualify prospects; sell an initial product that provides significant value far in excess of what was paid for. Up sell to higher priced products/services within a week of delivering the first product. Continue the marketing process with additional back end products/services for the life of the client, including a monthly package.
- 374. preeminence
- 375. Pre-Eminence; Risk Reversal; & Life time value of a customer
- 376. pre-eminence strategy
- 377. Prevention saves lives and reduces the cost of healthcare, while improving quality of life
- 378. Price slightly higher than other chains such as SuperCuts, but within the range most men perceive as "fair" for a haircut (\$12-\$20 depending on the market), value added extras to enhance the perceived value of the experience.
- 379. Primarily if I can't measure the results I don't do it. All my marketing efforts are measurable to one degree or another.
- 380. Produce the freshest product; Develop an upscale brand name; Sell for the highest profit margins;
- 381. products/services, pricing, distribution, promotion, customer support
- 382. Prospect Past Clients by Mail - Postcards for referral business.
- 383. provide information, be a valued advisor
- 384. Provide outstanding customer service
- 385. Provide the most valuable service to my clients and depend on referrals.
- 386. Quality service
- 387. Raise company profile internationally Increase sales conversion ratios Review and develop portfolio of resources where suitable opportunities exist
- 388. Reach as many new customers as possible via direct mail.
- 389. Reach people interested in environmentally friendly lawn care and gardening through my web site, catalog or advertisements.
- 390. reach target customers through word of mouth
- 391. Reaching the parents of the (clients) students
- 392. recruiter only from people who are ready
- 393. referral, recycling of information, bundling, and personal attention
- 394. referrals and joint ventures
- 395. release early and release often; getting our products into the hands of as many people as possible; stake out the largest sustainable market-share position we can; capturing land; obtaining a strong position in a small market rather than a weak position in a large market; make restricted versions of our software available free of charge; entertain free training (to transfer knowledge while creating wealth for others: their successes is our success; building a brand,

Question 3. My Marketing Strategy is Based on the Following Key Strategic/Tactic Objectives:

- creating an icon
- 396. Repeat Business
- 397. repeat business referral business constantly attract new customers
- 398. Results with savings.
- 399. Retention first, maximizing client business growth and referrals second.
- 400. return of investment per marketing strategy
- 401. Revenue Growth Improve Value Story for Increased Price Simplify Product Structure & Positioning Customer Workflow Redesign Grow New Segment Sales
- 402. Risk reversal, customer is right all the time.
- 403. Sales force should know as much as possible of the business. Training and follow through is lacking, strategies are not developed
- 404. Sales volume and margin is where the money comes from.
- 405. See business and marketing plans above.
- 406. Select a niche that I would enjoy working with and that has a big enough potential to justify my time; determine if there are enough quality hosts/endorsers to reach this niche; make deal with host to send out a survey on my behalf to determine what the biggest wants, problems, fears, etc. the niche group has; reward them for participating in survey; then if the potential looks good I create a special offer for the host to make available to a select few members (6-8) of the niche to participate in a marketing program I create to solve the problems they have already indicated they want to solve – this is my case study group from which I test, document, quantify the results , get testimonials --- and the diary of the case studies i.e., audio recording and transcripts are use to create a home study course.
- 407. Sell 100 units per day
- 408. Sell 20 short service-products at a short time, write each case study, analyze all and find common denominators , write solution model, write a book, publish 1st chapter in Biz journals, this way will gain more customer s, grow brand name and sell the book.
- 409. Selling to Major Retail Chains., Selling to Other Retailers, then to customers.
- 410. Selling, following up, and looking for new business
- 411. Set myself apart from other sources of service based upon my experience and knowledge of how to get things done.
- 412. Set up systems and train staff to give everyone our best. Create the environment and relationships to nurture referrals
- 413. Show clients results and then work on a profit performance basis
- 414. sort of
- 415. Spend little or no money. Give stuff away free, trying to generate good will. Provide what we think people want, at a reasonable price.
- 416. Sporadic direct marketing and phone calls
- 417. Stay foremost in my core clientele's minds so that when they want jewelry or when they know someone who wants jewelry they come to me or send their friends to me.
- 418. Strategic – To server by leading in segment Tactical – To lead in providing goods and services attuned to each segment
- 419. Strategic objective of helping alliance partners grow their business in return for them endorsing me and exposing me to their customers.

Question 3. My Marketing Strategy is Based on the Following Key Strategic/Tactic Objectives:

- 420. Strategic: Build a referral based business with \$2 M turnover, net profit of \$1.5 M
Tactic: Joint ventures with other service providers i.e. business brokers, financiers, financial planners i.e. with people who provide services before or after mine.
Net profit \$500,000
Alliances: with service providers who also supply strategic and tactical support to business owners. Net profit \$500,000
Direct marketing: build customer list and direct market. Net profit \$500,000
- 421. Strategic: Position our company as the obvious choice to fill the wants/needs of the market in our category
Tactics: Multiple Exposures through various means of every suspect business in the market to the benefits our service
- 422. Strategy design covert exercises in my training programs that cause each client to have to involve an outside to their business tactic -to have clients agree to be measure by their role-play or assignments.
- 423. Strategy objective. - Create a trusted advisor position. Tactics- Educate and provide knowledge to my clients that gives proof
- 424. Strategy: to grow the business, Tactics: Develop Existing customers (up sell & cross sell), Find new customers and develop them.
- 425. Strategy: Pre-eminence. Key objectives: Raise awareness of topic and our work in this area in every LEA in England and Scotland Become influential at Government department level; be widely published by respected publisher/s, Make 3 key alliances with companies who supply products or services supportive to our own to the same client group.
- 426. Subscriptions, advertising, newsstand sales, ancillary product income.7. Err in favor of giving too much to our customers. Focus on quality and utility.3. My marketing strategy is based on the following key strategic/tactic objectives: To be the premier and dominant publication in the field. To truly help all our partners (readers, developers, etc) be more effective and successful. To remain financially strong, never over-extending ourselves, remaining self-sufficient. To reach all those whom we can serve
- 427. Superior customer care, Better implementation times, Excellent relationships with clients
- 428. survival
- 429. Sustain competitive advantage
- 430. Talk to as many people as possible
- 431. Tactic objectives. I am trying to stay in business and survival, pay my bills and hopefully get some money to improve my life and my business. I do it intuitively I never had any training in marketing. I went to university for 9 years and I have never learned anything about how to implement my business. I am doing it now.
- 432. Team based collaborative problem solving
- 433. Telemarket to potential clients, if interested, send sample. Follow up, and try to close them.
- 434. Test Test Test and educate the market and adapt to rapidly changing market situations in a volatile situation.
- 435. That if you can tap into who what why where and when people want to communicate you will be able to participate in their success.
- 436. That there is no more powerful form of marketing than word-of-mouth.
- 437. The earth has the capacity to feed all the people in it and to spare. We only need to learn how, and use God-given resources and knowledge.
- 438. The golden rule

Question 3. My Marketing Strategy is Based on the Following Key Strategic/Tactic Objectives:

- 439. The more links to my website are downloaded into PCs the higher my repeat business and life long value of customers will be optimized
- 440. the need to place buyers in the house as soon as possible after I have purchased the house
- 441. there are many people that relate to my products but do not have the opportunity to make revenue from them
- 442. To achieve a partnered relationship with my customer and supplier.
- 443. To acquire a large base of clients within a specific (niche) market that I can aid to become financially independent and provide advice to in relation to compliance with various legislation.
- 444. To add 1000 customers and coaches to my team every month
- 445. to appeal directly to customers actual needs
- 446. To be in front of prospects through writing, speaking, referrals, and web so clients will come to me rather than me having to "go out" and market.
- 447. to be in the service of many by leveraging ideas, information and services
- 448. to be know as the best source for direct marketing help
- 449. To be the #1 underground clothing line in the USA and well known in Europe.
- 450. to be the supplier that my customers call first because we can manufacture and deliver the goods when they are needed
- 451. To become a specialist in my field of consultancy To assist as many companies as possible achieve their goals To become a first choice consultant
- 452. To become an "expert" or a "recognized name" in our industry (architects for independent schools).
- 453. To become the automatic choice for businesses of all kinds needing services of all kinds, because of the ease with which these can be accessed via us, and because we deliver the goods. (I was the sole owner of a high-tech printing/signage franchise group with 36 outlets – which I conceived and developed after attending your Mastermind Marketing seminar in LA ('94 or '95). I sold this group in October 2002 and only launched my current business January 2003).
- 454. To become the automatic choice for businesses of all kinds needing services of all kinds, because of the ease with which these can be accessed via us, and because we deliver the goods. (I was the sole owner of a high-tech printing/signage franchise group with 36 outlets – which I conceived and developed after attending your Mastermind Marketing seminar in LA ('94 or '95). I sold this group in October 2002 and only launched my current business January 2003).
- 455. To become the premier choice for enhancing the performance of the knowledge workers in your organization; to establish and grow 2 market segments per year over the next five years; to grow to \$1B within 10 years.
- 456. To become the source for natural healing information, resources and retreats.
- 457. To bring in clients who have the opportunities to grow their business—yet lack the strategies, tactics, and knowledge to make it happen.
- 458. To bring in more business
- 459. To build the business and turn a profit.
- 460. To change the "take the money and run" style of business that the rest of the industry seems to adopt.

Question 3. My Marketing Strategy is Based on the Following Key Strategic/Tactic Objectives:

- 461. To contact by direct mail everyone on the marketing list and follow-up with a phone call – striving to deal with 100 per week.
- 462. to contact people that want to be healthier & wealthier
- 463. to continually increase the sales and sales potential of my most profitable goods and services
- 464. To continue to grow despite current economic conditions to a position of dominance in our industry in our markets in Florida.
- 465. to create gross sales of \$1 million per year
- 466. To create NLT 4.0 mm in revenue with 80% coming from “pluu” strategies.
- 467. To deploy my strategy nationwide and hold on for the big ride.
- 468. To develop 20 technology transfer partners around the world and to manage the distributors to achieve maximum sales
- 469. To develop a reputation as a physician who empowers his patients. To enable people to find good, trustworthy information on the web and in person. To enable flexible learning for health care professionals
- 470. to educate my clients to be more efficient and effective
- 471. to entice my prospect base to interact with us on a fee-free basis initially
- 472. To establish a distribution channel direct to the customer
- 473. to establish my company
- 474. To establish new baseline sales/supplies; to develop our website/database; to develop a new unique identifier for our product.
- 475. To find motivated people.
- 476. to find out what problems people are having with feeding their pets and offer a solution
- 477. To further penetrate the Scottish market to gain a stronger foothold here, using the experience we have gained here, as well as the experience gained in the English Market.
- 478. To further penetrate the Scottish market to gain a stronger foothold here, using the experience we have gained here, as well as the experience gained in the English Market.
- 479. To gain 5 new customers per week. To reduce my attrition to less than 3 of those five and to empower the remaining customers to refer their circle of influence
- 480. To get as many people as possible to try my executive coaching as possible, because when a qualified prospect experiences my coaching, they almost always want to continue working with me. To grow my contacts to 1000 people all over the country who will come to respect and value their relationship with me and want to stay connected because of the value they get from me.
- 481. To get complimentary calls
- 482. To get one new client every month
- 483. to get the most business from the most desirable/profitable people
- 484. To get the most profitable partner in the shortest time
- 485. To get the real estate companies to hire me as a financial officer
- 486. To grow at a rate to enable my people to be proficient and professional and profitable
- 487. To grow our business and as a result our bottom line

Question 3. My Marketing Strategy is Based on the Following Key Strategic/Tactic Objectives:

- 488. To grow the business in terms of net profit
- 489. To have 8 clients @\$2,500 minimum per month with 12 month contracts before 12/31/03.
- 490. To have people that need our services know about us.
- 491. to identify and development effective Leadership development, grant/development development, meditation e-books, training materials, music CDs, audio tapes and videos that will be of interest to my email list To develop an effective and profitable email list to understand profit making business strategies that will grow my business
- 492. To increase consulting revenue by targeting larger clients at larger fees. To identify other products/services and develop a marketing campaign using Jay Abraham concepts.
- 493. To increase market presence so my business can grow to the next level.
- 494. to increase number of clients, to increase profitability, to increase sources of prospects
- 495. to increase sales enough through minimal funding avenues to add further marketing campaigns, measurement instruments, infrastructure and products/quality
- 496. To increase sales/profits in each of the above.
- 497. To increase the number of patients, to increase the number of times they return to visit us (for other needs), and to increase the value of each visit
- 498. to increase the sell and the same time to increase the clients and the buying frequency and the purchase
- 499. to inform/remind clients of what I can do for them
- 500. To keep an active "mix" of direct mail and print media aimed at various prospect markets always in place at all times.
- 501. To keep doubling (at least) our sales each year for the next five years minimum.
- 502. To maintain a steady clientele with whom I continue to evolve, learn, and enjoy working with really nice dynamic people who own their own businesses.
- 503. To maintain as many existing clients as possible.
- 504. To make me feel as if I've done enough
- 505. To obtain referrals for qualified clients in my market niche from every possible source.
- 506. to own my intended market, provide high service levels, to develop referrals and endorsements, Internet marketing, direct sales, direct mail
- 507. To pass on productivity savings in price reductions to clients
- 508. To position my company from a perceived commodity manufacturing company to a Consultative Information Resource Company and participate in the creation, manufacturing and distribution of the majority (or all) of the graphic communications materials of target Dream 100 organizations.
- 509. To position myself as an expert consultant
- 510. To prove to our customers we offer them a key advantage in choosing us over the competition.
- 511. to provide a steady increase in clients/turnover that does not stretch available resources
- 512. To provide up-to-date, affordable market research reports that provides clear direction for my clients in terms of their financial, marketing, and/or product

Question 3. My Marketing Strategy is Based on the Following Key Strategic/Tactic Objectives:

- development. To collaborate with like-minded individuals who complement me (they have strengths that I don't have, and vice versa) on mutually beneficial projects.
- 513. To provide value in the eyes of the marketplace.
 - 514. To sell one million or more T'ai Chi videos within 5 years
 - 515. To show we're the expert and that when one thinks of a nutrition consultant they think of us.
 - 516. to speak with motivated sellers
 - 517. To sustain my present sales and increase by at least 10% annually and being able to produce when a tactic is implemented and be within my budget.
 - 518. To talk to everyone within 1 meter
 - 519. To the extent that strategy exists it is based on providing a continuous flow of new customers and renewing business with existing customers through a flow of engagements and contracts. The key strategy or tactic is to inspire confidence in current and future clients and convince them that I am the best option to address their issues and anxieties.
 - 520. To triple our turnover each year over the next three years
 - 521. to triple traffic to my web sites by link exchanges, more pages, press releases, create more exclusive informational products and décor products
 - 522. To turn one advertising dollar into twenty through affiliate programs, and joint ventures
 - 523. To use real estate for income why learning more about marketing
 - 524. Trainers to train our courses, to establish ethics and standards in coaching
 - 525. trusted advisor, client results
 - 526. TRUTHFULNESS
 - 527. try to figure out what people want so we can figure out how to give it to them
 - 528. Trying to understand what my customers want Provide my customers the best marketing advice and products that I and my vendors can.
 - 529. Trying to win long term projects to build continuity
 - 530. Ummmmmmm.....
 - 531. Unclear of what my marketing strategy is, it is unfocused.
 - 532. undefined
 - 533. under development (see above)
 - 534. Unique product, competitive pricing & personalized service
 - 535. Use as many methods as possible to get leads and then try to convert in customers.
 - 536. Use most efficient marketing technique to identify potential customers. Make irresistible offer to potential customers implement several ways for potential customers to respond to my offer (e-mail, phone, fax, visit) implement reliable method for to identify potential customers on a routine basis to minimize negative impact of churn.
 - 537. Using my strategic partners' customer base and reputation to increase my own.
 - 538. Using what the consumer already "knows" we present proof that we are the only/best choice to give them what they really need and want.
 - 539. Utilize all our contacts and resources, for minimum cost achieve to achievement

Question 3. My Marketing Strategy is Based on the Following Key Strategic/Tactic Objectives:

- maximum return.
- 540. Very little repeat business in our industry (commercial and industrial construction) so must constantly find new customers.
 - 541. want to diversify
 - 542. We are trying to increase the "products" side of the business as this has greater upside potential.
 - 543. We basically run yellow page ads and send direct mailings to people at there time of need.
 - 544. We look after our clients , we provide them with the information and solve their pain, they trust us and refer people to us, 88% of our business comes from referrals
 - 545. we maintain a regular face-to face contact with our clients
 - 546. well as above really...do a good job and get people to recommend me or meet people and offer to assist them
 - 547. What Strategy?
 - 548. What?
 - 549. Whatever the latest dental guru tells me will work
 - 550. Winning opposition business
 - 551. Word of mouth marketing / informal conversations with existing clients to increase current sales volume from existing clients or obtain new contacts.
 - 552. Word of mouth referral
 - 553. Word of mouth referral
 - 554. word of mouth referrals, small ads in local papers
 - 555. word of mouth, discounting, really good service , but we are in the very early stages of our business
 - 556. Word of mouth.
 - 557. Word of mouth/referrals/print ads/ discount coupons. Also attacking different marketing concepts especially unusual areas and niche marketing practices.
 - 558. Work when I want to live the way I want to.
 - 559. WOW them, Gain Trust.
 - 560. yes

Question 4. My Business Vision for My Company Is:

Question 4. My business vision for my company is:

1. #1 in the country.
2. \$1,000,000+/annum
3. \$1,000,000 into managed accounts each month.
4. \$10mm in annual profits by 2005 EOY
5. \$1M revenue within 2 years
6. \$2,000,000 annual sales by 2006
7. ??
8. 1 million revenue in my pocket a year with 60 stores in 5 years franchised, plus 10 different products being supplied to all the pet food stores in Australia and the world
9. 1) Grow & invest in highly-valued core services; 2) Grow throughout Eastern & Western Europe, Middle East and Africa; 3) Leverage existing capabilities into new services; 4) Expand into new businesses consistent with our mission.
10. 1. To be a best of class software services firm providing excellent value and monetary benefits to my employees
11. 1. Expand into new geographic markets 2. Dominate those markets in our category
12. 1000 customers producing \$100 in revenue to us per month of residual income.
13. 25% annual growth
14. 250k in profit in 2003
15. 30% increase in sales for the next 12 months
16. 400 vehicles
17. 5 to 15% growths per year while giving more than expected service.
18. 50 million a year in loans, partnership with top 20 realtors in my area, 5 builders and 6 referral strategies
19. 50% growth next 3 years (each)
20. A chiropractic health club, by invitation only.
21. A company that can run without me being there.
22. A company dedicated to helping SME's achieve the degree of prosperity they desire.
23. A company that produces consistent high volume of transactions and can run in a systematic way, independently of the owners.
24. A company with exponential growth ability, with empowered employees which is leading in it's field, which provide customers with the feeling of having served us as well as they have made a good deal.
25. A headquarters in our main office through which we only administer and manage appraisers throughout the state.
26. A money making machine that rakes in the cash without me and that utilizes measurable tests to continually improve acquisition and retention rates and profit
27. A National Chain
28. A network of cooperative and eager small businesses
29. A quality painting company that takes care of its employees and its customers

Question 4. My Business Vision for My Company Is:

30. A simple service with a great back end that is very low maintenance. And an ideal vehicle to play with the Abrahams techniques.
31. A small agile business that provides value for our customers.
32. A somewhat stable income from real estate and develop a stable internet consulting business in a few specific subjects.
33. A stable steady building practice
34. A vibrant private practice focusing on the people sides of business, which brings tools to small businesses which will help them, achieve increased productivity and profits, while becoming a great place to work.
35. A holistic business which satisfies the needs and desires of my customers, employees and self.
36. a) help my clients unleash the full potential of their business b) get compensated in the form of recurring revenues from employee benefits
37. A) to become The Move Announcement People and dominate the move announcement niche; B) to improve every aspect of the business incrementally toward achieving preeminent preeminence; C: to work with clients to outperform their own profit goals; D: to sell the company to a high quality company for \$500MM
38. achieve and maintain 100% occupancy
39. Acknowledged Industry Preferred Source with corresponding 7 figure annual profitability.
40. Affordable fine art
41. All*Star Massage Treatment which includes shampoo with aromatic Tea Tree shampoo, conditioner for the hair and a hot towel on the face with a gentle facial massage....all for \$
42. Assisting both participating clients with the means necessary to efficiently execute their goals
43. At least five steady paying clients providing unusual engineering problems.
44. at this moment none
45. At this point to become profitable.
46. Attain a greater market share
47. autopilot
48. be a "non-intimidating" information and service resource for small business owners who are wanting to play a bigger game but are not yet 100% sure of how they want to go about doing this.
49. Be able to replace my current income with the income from Primerica. To do so I have to generate a steady flow of income to be able to leave my current job so that I can work on the Primerica business on a full-time basis.
50. Be done 12-1-2008. At this time I will have 220 ideal CLIENTS EACH GENERATING A MINIMUM OF \$4000 IN REOCCURRING ANNUAL REVENUE.
51. Be known as an expert in the areas of technology due diligence, system evaluation, and IT strategic planning. Use that expertise to help businesses optimize their IT resources for business benefits by helping them solve problems, reduce costs, and increase revenue.
52. Be one of the best
53. Be profitable, yet have a place where people enjoy coming and people enjoy working.

Question 4. My Business Vision for My Company Is:

54. be recognize as a serious company with a high degree of results achieved for customers
55. Be recognized as a specialized training company in niche areas within the next year.
56. Be recognized as the best firm to resolve business problems for our clients.
57. be regarded as the BEST decorating centre with the finest products, and exceptional people offering VALUE
58. Be Successful
59. be the benchmark by which the consumer and the industry measures the best in the business
60. be the best in my local area-be known as the expert in LTC
61. Be the best in our field Work smarter to outrun our competitors trough better projects Make every client a raving fan
62. Be the first & only choice for hazardous waste management services.
63. BE THE LEADER IN THE MARKET
64. Be the leading company that promotes health, wealth and positive attitude for the next millennium
65. Be the measurable results marketing consultancy for the SMEs in the Netherlands
66. Be the most respected company in the business so that when a client mentions us to a non-client, the first reaction will be for them to say 'I hear they are really good.'
67. Be the top female-led Internet Marketing education company for the small business market
68. become a model to take to franchise
69. Become a part of our clients business and earn profits on every fluid they utilize through one source of supply that provides them savings and convenience along with regulatory compliance.
70. Become identified as the industry generic solution, such as Xerox has been identified with photo copying.
71. become marketing consulting business number one
72. Become the "go to" technology partner for So. Cal-based medium-sized enterprises which rely on Microsoft technologies.
73. Become the best performing Inn in North Central NM by 2004
74. become the industry leader
75. Become the leading realtor in this area
76. Become the most profitable environmental/safety firm in the area.
77. become the preeminent marketing coach for professional services providers
78. Become the primary provider of telecoms services in my area
79. become the resource that both my customers and the manufacturers I represent come to depend on
80. become world wide source for new country institutional plans
81. becoming the most recognized and respected investment company in the Chicago-land area
82. Being a top player in my field.

Question 4. My Business Vision for My Company Is:

83. Blind at this time
84. Blurry. Seriously, though, I'd like for it to be regarded as an authoritative source of historical victory probability and team performance information in MLB, NHL, and NBA best-of-7 playoff series – authoritative as defined by the sports media and the general fan base.
85. Boutique consultancy for business owners who want to change from being sole trader or self employed to a business owner where they can leave the business for a time and it will run itself.
86. build a business that runs itself
87. Build business successful enough to become a take-over / joint-venture candidate.
88. Build direct to consumer lending program not reliant on traditional referral sources
89. build into a multimillion dollar company
90. build to sell/ or create lifetime cash flow
91. By January 2013 to be the leading business coaching master franchise in Australia, as judged by it's peers and clients , and will have delivered net \$1m of net worth to our directors
92. Can operate without me.
93. Capture 5% of the current market.
94. Change the way we approach the business in the (very near) future, as I know we can achieve terrific things – with a PLAN!
95. Charge less per customer (become leaner) over the next 5 years (specifically, reduce \$2500 transaction to \$1000, but increase margin from only \$1000 to \$750).
96. Clients buy and sell goods through my network.
97. Clients buy and sell goods through my network.
98. clouded
99. Comprehensive, compassionate communications with an excellent result. This will change the world as we know it.
100. Consistent 60 pts./day
101. Consistent Growth
102. Constant betterment
103. Constant stream of satisfied clients willing to engage my services and read my books and pay me handsomely for the privilege of enlarging their abundance.
104. continue to operate with the life style that I now enjoy without increasing the size of my company
105. Continued 20 to 25% annual growth while maintaining or improving net profit to gross revenue fraction. We need to identify specifically how to improve net profit compared to gross revenue; this has not yet been done.
106. continued growth and profitability
107. continued growth, to be the dominant supplier for the continuing education market
108. continuous growth
109. Convince 25 percent of homeowners to switch to environmentally friendly lawn and garden solutions instead of the usual solutions of gas mowers, chemical fertilizers, etc.
110. create a global alliance and network of wellness providers

Question 4. My Business Vision for My Company Is:

- 111. Create a profitable baseline and build off of it.
- 112. create a service that specifically meets our clients needs with absolute guarantee
- 113. Create a worldwide network of elite consultants that will be on the cutting edge of marketing strategy & implementation ...in order to bring to clients sustainable bottom-line marketing results - by solving the major barriers to implementing marketing growth strategies. We achieve this purpose worldwide by combining consulting, marketing education and our "vendor and/or expertise finder and setup service" with a software solution that systematizes the most power marketing strategies... and automates their required actions down on the operational level. Our plan is to bring Order Motion to direct commerce clients across the United States, United Kingdom, Australia, New Zealand... then expand into the major French, German, Spanish speaking markets (Order Motion is multi-lingual).
- 114. Create interesting events
- 115. create lifetime clients
- 116. create lifetime clients
- 117. Create multiple streams of income.
- 118. create software that ties the customer into a monthly residual
- 119. create the top decorating informational web site on the net and dominate my niche market with decorating and art products and create exclusive products for women baby boomers
- 120. Creating a company I am happy and content with, knowing I have utilized my talents to the full.
- 121. Currently...survival
- 122. Deliver one-of-kind awareness of IP and business strategy to dramatically impact the IP and business value of clients and sell my own technology products.
- 123. Deliver Results
- 124. Develop a successful and profitable business for future sale within five years.
- 125. Develop and promote package solutions to prevent legal problems (employment, collections, etc. . .) that produce revenue separate from the billable hour.
- 126. develop lines of business that can be sold off to develop others, need on-going revenue streams
- 127. develop more business, bring in a partner, grow seminar business
- 128. Do better next year
- 129. do not know
- 130. Dominance of our industry.
- 131. Dominate Market utilizing the Parthenon Strategy
- 132. Dominate my town with my services and then move on to neighboring towns.
- 133. Dominate the local area
- 134. don't have one
- 135. Don't have one
- 136. Don't have one yet because I just started my business with a couple partners
- 137. DOUBLE MY BOOKKEEPING REVENUE IN 12 MONTHS
- 138. Double within next 5 years
- 139. double worldwide sales and profits every 7 years
- 140. Due to several years of NOL's - first vision is to return to Breakeven or Profitable

Question 4. My Business Vision for My Company Is:

- operation, then build both Customer Base and Staff for business to continue when I am no longer active full time (both approaching retirement age, and recently diagnosed with terminal chronic disease). Many people in community express opinion to us that they value what we do and wouldn't want to see us go out of business. Been in community 54 years.
- 141. effectively implement iso 9000:2000 and continuously improve all areas of our business
 - 142. Employer and supplier of choice in the Australian IT industry
 - 143. empower people with success neggets
 - 144. Eventually 6 full time practitioners capable of duplicating the level and quality of care that me and my partner have been doing. at least doubling or tripling gross income from current range without requiring my constant attention and direct management.
 - 145. every household will join the I-gourmet club
 - 146. evolving
 - 147. evolving
 - 148. expand daily census, get larger center, open up centers in adjoining areas etc.
 - 149. Expand my company's exclusive program into several more offices around our community, then our state and finally, nationwide.
 - 150. expand our business base and revenue
 - 151. Expand to 20 yearly contract clients in 2 years
 - 152. Expansion through giving the best possible service.
 - 153. expansion/integration into mainstream medicine
 - 154. Exponential growth over the next 5 years.
 - 155. Exponential growth starting late this spring and carrying forward for the next several years.
 - 156. Find a seam and mine it. Do things that are too difficult for others, there is less competition and better pricing.
 - 157. First choice accounting firm for sme's
 - 158. first: develop marketing system, that would secure constant monthly orders of over 5 units per location. Second: to increase number of locations within the country (Poland), at the same time servicing clients from other European countries – at present we have some orders from Luxemburg. Establish European sales points that could grow into distributors. Establish recognizable brand name in Europe and create systems, policies, procedures that would allow for further expansion.
 - 159. Five major revenue streams from our core business of wholesale Internet access to ISPs and businesses
 - 160. For my clients to think of me as the source for answers and solutions, not just a source for a mortgage
 - 161. for one that can run almost automatically, with business systems in place. Having methods/systems that enable to me to predict (as closely as possible) the profitability of the outcome.
 - 162. franchises of the company are around the world, company is worth £500 mln
 - 163. Franchise it.
 - 164. franchised outlets
 - 165. Franchising

Question 4. My Business Vision for My Company Is:

166. Franchising to language instructors in Latin America who all teach the same lesson plans. The lessons can then compared and innovation tested and measured for continual improvement, so the customers/students get the best possible education results. Also to build a tested marketing system so that each time an instructor takes on a franchise they are assured of a customer/student base.
167. GeenLifeGroup.Com is a formidable worldwide Internet and E-commerce technology existing to inspire and empower individuals seeking optimum health, to make intelligent choices for lifetime care and development of their total being; body, mind, and spirit.
168. Give as Much Perceived Value as Possible.
169. give example?
170. Global Success
171. Gobs of recurring automatic income monthly, without me there, with a desireable and terrific exit plan for me.
172. gorgeous smiles. Happy patients.
173. grow
174. Grow clients while maintaining a close and personal relationship with each one. In addition, I would like it to provide a huge source for my family and generations to come
175. grow into a chain of child-care centers
176. Grow number of projects and hire more employees for growth
177. Grow on existing business, by sales leads from overseas companies, responses to RFPs, self developed sales leads
178. Grow the business 10% a year.
179. grow the business to \$3,000,000 in annual revenues
180. Growing businesses
181. Growing it as fast as I can
182. Growing, respected, professional and a joy to be associated with our group
183. growth and opportunity;
184. growth and sell the business
185. growth through consistent marketing efforts.
186. Growth within the next 6 months. Too reach every possible goal.
187. harnessing the collective wisdom of teams to solve their most difficult problems.
188. Have an information empire which helps people
189. Have never written one
190. Have the law firm that small business people go to for asset protection.
191. help businesses make more money through electronic payment processing
192. Help small business integrate web sites as part of their overall marketing plan
193. helping companies increase their ability to fund the end-time harvest.
194. Helping entrepreneurial firms generate new streams of revenue on a contingency basis.
195. I am looking towards an exit strategy and that has prompted some rethinking. In order to make this "one man"(not quite true) more attractive to a buyer I have to show that it can generate some income above what I am satisfied with. I have redesigned the product, distilling 20 years of experience into it, it is a hit. Actually I

Question 4. My Business Vision for My Company Is:

- created 2 products. I am now improving and enlarging the production capability to triple or even quadruple the normal output. Having mainly relayed on my existing customers to sell my tables in the past I now need to embark on a new project. A marketing strategy to get me there. The 2 products appeal by and large to 2 different customer groups. One I know quite well, the other is new to me. I plan to go forward with ads in trade journals and web site. I will also re-mail to the prospects that previously inquired. I will contact the university and find an MPA student that is looking for a marketing study for his homework. I will direct that person towards finding info on the second customer group and go from there.
196. I am waiting most, few advertising...
197. I am your hotel- and event coach! Ask me for everything related to this to make your life easier
198. I do not have a clear vision
199. I don't have one
200. I don't know
201. I don't understand the question
202. I got no time for vision ... too busy!
203. I have tried to get us (three owners) to determine what our business vision is, but support is lacking.... "Why do we need to waste time coming up with a vision? We need to worry about making money." ... or there is too much support.... "our vision needs to include this and this and this and this and this and this and this...."
204. I envision my company becoming a 10 million in sales company within 10 years doing business in at least 3 other countries
205. I never wrote one down
206. I see Elva's Jewel Joy as the number 1 jewelry cleaner in the world. That Jewel Joy means the same thing as Jewelry Cleaner. Like Kleenex means tissue.
207. I see myself as a rich and respected businessman that has built his fortune by selling his business and marketing ideas and investing in new ventures.
208. I want to grow my business but work less hours myself. Need to delegate more and have a good business plan. Be more efficient.
209. I would like to make a modest income, but haven't made a single sale.
210. I would love to dominate the market.
211. I'm embarrassed to admit that any clear business vision remains unarticulated due to excessive personal involvement in day-to-day operations. The business currently suffers from the typical "can't see the forest for the trees" syndrome.
212. I'm working on that, too. Very briefly, my vision is that my books get to the people who need them and that I earn something as a result of their usefulness.
213. I've asked others in my department, and there does not seem to be a well-defined vision for the company or the department.
214. In 5 years, I see my company generating 50 ERP sales per year and 150 ERP extensions per year, and 50 per cent of the customer install base re-ordering within 12 months without bringing any attention from either IBM, Microsoft, Oracle, or any other major software or hardware vendor (I prefer to stay under Radar to avoid a marketing assault from these bigger players)
215. In five to ten years from now I want the business to be independent of me to the point that I can sell it if I want. We will do this by developing our system for coaching and organizing and developing peer groups, and then bring in others to grow the organization. My role will be to coach my coaches and constantly exercise our strategic thinking, planning and execution, as well as to constantly

Question 4. My Business Vision for My Company Is:

- improve the quality of our programs. Within 12 months I want at least 10% of our revenues to be from a source that is not tied directly to how many hours I put in. In other words, beginning to build an asset that pays me whether I work or not.
- 216. increase profits and decrease losses
 - 217. increasing sales rapidly after releasing our OS X Native product and then merging with a larger company.
 - 218. innovation
 - 219. Install 8 systems this year
 - 220. integrated network of websites
 - 221. internationally known painter of waterfalls and mountains
 - 222. Is to be referred to as the best person to speak to about arranging a mortgage.
 - 223. Is to sell out within 5 years
 - 224. it has evolved from simply the 5 year strategy to the need to encourage some of the future purchasers to go ahead and refinance after 1-2 years in order to improve the cash flow and recoup some of the initial investment dollars.
 - 225. It will be known as the leader in technology and quality and license products and design to mass marketers.
 - 226. joint venturing to include major real estate firms
 - 227. Keeping the business full year round
 - 228. kind of cloudy—we're struggling to survive
 - 229. Largest Alpaca ranch in Texas
 - 230. largest regional gallery in New England
 - 231. Leading film / tv production software provider in the world.
 - 232. Let's see – Keep growing at a manageable rate.
 - 233. Leveraging available new technologies within our changing external environment, by exploring and capitalizing on profitable opportunities
 - 234. maintain profitability during this difficult economic time and achieve steady growth in both sales and profitability in the near future... larger rates of growth
 - 235. maintain self employment and assist small to medium business to improve their overall commercial performance.
 - 236. Maintain stability
 - 237. Make it a recurring revenue model
 - 238. Make my customers afraid to go anywhere else
 - 239. Make the a consumer care leader
 - 240. making a six figure income.
 - 241. many customers producing extraordinary income
 - 242. Market leader in its kind
 - 243. Market leader in sales and positioning.
 - 244. market leadership in our business's segment (i.e. among our target group(s))
 - 245. Market-Leader in Marketing-Consulting for small business companies und young entrepreneurs in Austria within the next 10 years.
 - 246. More income but less day to day grunt work
 - 247. Move to Mexico and do 75% of my Biz on line
 - 248. My business vision for my company is to streamline the manufacturing process so

Question 4. My Business Vision for My Company Is:

that we are able to manufacture more products and take advantage of economies to scale in purchasing, labor, and space rental and utilities. The next step is to find a source of capital (money) which will be able to fund rapid growth and the manufacture of multiple shelters so that we may facilitate the growth we anticipate by changing one critical aspect of our business. To date we have only sold our buildings to the end user who may see the up front cost as being rather prohibitive and coming out of their capital budget which effects the balance sheet and ultimately their ability to borrow money or raise funds through the stock market. We know that the oilfield sector is very accustomed to renting the equipment they require on a long term basis which helps with their cash flow and breaks the payments down into bite sized amounts each month rather than taking a fairly large bite out of their capital budget – renting also does not affect their balance sheet making it a more favorable and easier transaction to get approval for. The rates at which we could rent these buildings are such that they would yield pretty favorable returns to the investors and the anticipated demand for such a system (which currently is not being offered for our type of equipment) is very strong because of the cash flow and tax advantages it offers to the end user. Our largest hurdle is being able to tap into a source of capital to initially fund the manufacturing of the shelters to be rented out on a long term basis.

- 249. My business vision is to become a business of very good reputation providing services and products to improve the life experience of my clients in a holistic way. With that I mean I do integrate various components to address the needs of clients in a holistic way, i.e. wellness in the broad sense (mental approach and vitality of the body) and to provide opportunity to improve on income/wealth. With this I intend to build a passive income.
- 250. my company doing 80% of every transaction in my market place.
- 251. My company should be perceived as a very good choice to get excellent service for a reasonable price. Experts on fields we compete in. No bullshit company.
- 252. My company will teach technical financial information through various products such as seminars, speeches, media, tapes.
- 253. My vision is to provide an outstanding web-based solution to the used car dealers in a price they can afford. This would include different product modules and add-ons which dealers can add any time while they are using AutoJini.com
- 254. National Inbound/Outbound Call Center and Voice mail/Unified Communications Company that one day goes public.
- 255. Need to do 10 Million a year instead of 2
- 256. New business – not yet formulated
- 257. None at this time.
- 258. Not clear at this time, since I am in transition.
- 259. not clear, being developed
- 260. not identified
- 261. Not yet developed
- 262. number one in the industry
- 263. offer comprehensive finance service where clients success is directly associated with companys success
- 264. Offer my customers solid business solutions that produce results, and to offer such value that customers are happy to pay for my services and products.
- 265. offer quality products, first class customer service, with strong research and development commitment
- 266. Offer world class service to the communities we serve. I want to be the largest

Question 4. My Business Vision for My Company Is:

- listing office in real estate in our markets.
- 267. One Day – Global company
 - 268. open a training and development center
 - 269. Our Mission is to provide spiritual orientation and general education in all areas of life - health, family, emotions, career, finances, etc., looking to increase and change the quality of life of those who take part in our spiritual and educational programs. We are committed to teaching them more about the Yoga, Meditation, Metaphysical and Natural lifestyles.
 - 270. Our vision is to be the best in our industry – and frankly that's not saying much! Our industry is very small, with only a handful of players, and no-one conducts themselves in any outstanding way.
 - 271. over a million in sales
 - 272. Over the next 5 years company turnover will grow to M\$10 pa with a target profitability of 20%. Staff will consist of 4 member sales team (sales manager plus 3 sellers), 10 member technical support, admin/operations team of 4 (service co-ordinator, invoicing/book keeping, finance manager (responsible for overall admin, HR)). My role in the business will be diluted to a point where I take more of a "pseudo CEO" role. We will continue with revenue growth of 10-15% and branch out to have offices in the capital cities. Interstate growth will be fuelled preferably through acquisition of other organisations with existing client bases, and "re-systemising" them. The first target, in 2005, will be Brisbane due to its similarity to Adelaide and expectation of being a better initiation than Melbourne or Sydney. Continued growth in Adelaide may include acquisition of other business that fit our overall service strategy and provide a compatible client base, and can be "re-systemised" accordingly.
 - 273. predictable profitability – graceful operation
 - 274. Premier point of mind reference for all natural and health related issues
 - 275. premier position & recognition
 - 276. Primary player in helping medium and smaller sized airlines achieve and maintain profitability.
 - 277. probably don't have one!
 - 278. product the most unique floors possible and actually create a niche market for them.
 - 279. Profitable dominance of the chosen market segments for my own benefit and the communities around myself
 - 280. prominence in the community, therefore plenty of buyers of this service plan
 - 281. provide comprehensive design/build construction services normally reserved for large multi-million dollar projects on smaller projects that cause the prospect tremendous stress and problems. Prospects are industrial manufacturers and commercial.
 - 282. Provide internet in small rural communities where we can dominate and create community and donate a portion of our profits to help others (charities – 501(c)(3))
 - 283. Provide numerous products and services at ever-increasing price points to demonstrate income and profits to prospective buyers of our business
 - 284. provide people with the systems that they require for achieving success in their lives – I would like to hold seminars around the world and license other people to help me.
 - 285. provide sufficient cash flow and fun in my retirement
 - 286. provide the best dental health care possible for people to maintain their teeth until

Question 4. My Business Vision for My Company Is:

- 20 minutes after they are buried
- 287. provide the most excellent physical therapy and personal training services to clients in the privacy of their home.
 - 288. Providing a good living for myself and my sales staff.
 - 289. quadrupling gross income in the next 2 years with 1 or 2 more lawyers and I'm JUST handling the marketing and the BIG cases (10k or more)
 - 290. Rampant success. Rampant I tell you!
 - 291. recover overcharges in shipping, telecommunication, garbage, billings and bad checks
 - 292. residual income out weighing my client billables
 - 293. Revitalising the spirit of entrepreneurship in Singapore
 - 294. Running profitably with one day's work from anywhere in the world.
 - 295. sales of \$15 million per month(we are currently at \$1.8 million per month)
 - 296. same as marketing strategy
 - 297. satisfying clients and giving good service
 - 298. save
 - 299. see # 2
 - 300. See above number 2 – business strategy – Ultimate Strategic Position.
 - 301. see three.
 - 302. Selective clientele with good margins
 - 303. sell 10,000 churches
 - 304. sell and grow
 - 305. sell and grow
 - 306. sell it in 3 years
 - 307. sellers calling me every day to come list their homes for sale at a price that will allow the home to sell within 30 days.
 - 308. Serve as the modern-day equivalent of the old-world Renaissance Master's Studio to dramatically increase the quality of my client's lives
 - 309. serve current clients very well in preserving their assets in what we think will be a very difficult market environment in the next 10 years, perhaps like 1968 through 1982
 - 310. Serve those who come to our practice with more than they expect..
 - 311. Service provider of choice
 - 312. Serving by leading among the top three providers in chosen niche markets
 - 313. standing for something other than a paycheck
 - 314. Stay alive
 - 315. Steady growth and profitability.
 - 316. Steady, healthy net income with minimum time and efforts.
 - 317. still at the R & D stage
 - 318. Strategic marketing based on a consultant service with risk reversal posture.
 - 319. strategic real estate services
 - 320. Strength from quality service and products.
 - 321. Strong reputation for delivering "excellent results in rapid time"

Question 4. My Business Vision for My Company Is:

- 322. subcontracting security services all over North America
- 323. Succeed
- 324. Support everyone in the Pocket PC arena. Sell the magazine to a big player when time is right.
- 325. supporting new and applied technologies – particularly to develop rural or inaccessible areas; hence, engaging clients owning the technologies as well as promoting and supporting countries (and companies) providing those new services.
- 326. survival
- 327. sustain my desired lifestyle through helping others be successful.
- 328. sustained growth
- 329. Sustained profitability & Growth
- 330. Take my cookbooks and reports and to build up a complete service of providing important tools (mixers, juicers, etc) to supplies (organic nuts, etc.) and health retreats.
- 331. teach small biz in Poland that marketing is nothing more than getting the biggest profit with minimal expenses and 100% satisfaction of customers.
- 332. that it is a standard for others in the field.
- 333. the best adult education solution provider
- 334. the biggest consulting company in terms of revenue in the country
- 335. The premier business development resource in the professional beauty industry.
- 336. THE recognized Authority and Provider of Choice for Consulting & Training in Finance for Non-Financial Managers.
- 337. The School Revolution: to build a “turn key” side business that generates \$10-15,000 a year with very little work on my end (day long workshops for student councils grades 8-12)
- 338. The vision statement for the company is: Hampshire Hill Group will be a company focused on the future embracing technology and taking advantage of changes in the market place. A company that is dedicated to the ongoing development of both service and the education of all its workforce. That recognises achievement and rewards it accordingly, which encourages participation and effort in meeting our core goal and commitment, to giving quality advice and service to OUR Clients who are our future. The overriding philosophy is to protect to maintain and grow our client's financial assets.
- 339. think big but start small and to keep things simple
- 340. This needs work! I don't know...perhaps to get to 300,000 in yearly revenues...doesn't sound like a vision.
- 341. through building a large network of health coaches and business affiliates, to help people create a healthy lifestyle and lead them into physical, spiritual, emotional and financial well being...to help people to help themselves
- 342. To be a globally successful, highly professional niche recruitment organisation.
- 343. to achieve a turnover of £1 million within 10 years
- 344. To act as a light house to clients. Its vision is that of building a valuable outside information and knowledge source for leading executives in this organization who wish to achieve global competitiveness.
- 345. To add an administrative assistant, then additional salespeople and support staff as needed to continually grow and gain market share.

Question 4. My Business Vision for My Company Is:

- 346. to add value to all my clients both known and unknown.
- 347. to add values for all stakeholders
- 348. To always offer the highest and best in materials used, education or knowledge of my trade, to promptly produce the clients requests, and to stand out as absolutely one of the best in my field.
- 349. to assist as many Colorado companies with their identity and positioning goals as possible with the above stated criteria
- 350. To assist businesses to: Increase Sales Increase Client Service Reduce COGS Reduce Operating Costs
- 351. to at least double sales every year
- 352. to attain 20 million in revenue through superior customer care ,value added services while creating a work environment that all can enjoy and be successful in.
- 353. to attain the maximum income possible
- 354. to attract the best people by being the best place to work.
- 355. to be a 100 million dollar company dominating our industry and able to take advantage o new and continuing opportunities that fit our criteria.
- 356. to be a global enterprise specialized in coaching marketins & sales professionals.
- 357. To be a key provider of business support for organizations fighting poverty and social exclusion.
- 358. to be a leader in developing innovative solutions to ongoing societal issues. (we have technologies that will fundamentally change our perspective on energy, contaminated waste management, and fresh water supplies)
- 359. to be a leader in executive search research and competitive intelligence
- 360. To be a leader in our regional market in cleaning and , maintenance, and facility supplies.
- 361. To be a leader in the financial processing industry through innovation and aggressive solutions for merchants.
- 362. To be a low volume, high service company. Thereby generating high prices.
- 363. To be a maintenance based, word of mouth, first approach for difficult health topics office and to obtain and maintain health to all of my patients. To see over 400 patient visits per week in my current practice and to open up clinics in different parts of the country. (number 2 is opening up this may in Nevada)
- 364. to be a premium supplier of wooden ships globally
- 365. To be a prominent source for Christian-based financial services in the Louisiana/Arkansas area.
- 366. to be a solution for all the needs our customers have when it comes finances, real estate, mortgage and title insurance; to partner with like minded professionals who are the best in financial planning advice, accounting, legal affairs, and insurance.
- 367. To be a well known boutique healthcare consulting firm.
- 368. to be a world leading manufacturer and supplier of Print and Making Products
- 369. To be able to expand what I have done, duplicate it, and help other therapists to do the same.
- 370. To be able to source and provide any licensed sporting merchandise to my online customers and my bricks and mortar customers
- 371. To be cashflow positive is the imminent necessity. My vision is to bring healthy

Question 4. My Business Vision for My Company Is:

- nutrition to the population of New Zealand, eliminating obesity and thereby improving the health of millions of people
- 372. To be contributing member of our community. By providing jobs and great software and services.
 - 373. to be first place clients turn to for advice about accountancy/taxation/mortgages
 - 374. to be in the top 3 of semiconductor connectivity companies.
 - 375. to be known as the best in our industry. When people hear our company name I want them to think "Peace of Mind".
 - 376. to be lifestyle architects that help clients envision their ideal lifestyle and ideal day. To help those clients that are in a succession mindset (transitioning to retirees).
 - 377. to be number 1
 - 378. to be number one in our category of business.
 - 379. To be on the a-list of speaker/authors in five years.
 - 380. To be out of the field and managing the business in 3 years
 - 381. To be recognized as not "just another guy pumping marketing products" but as a respected leader for Internet marketing advice.
 - 382. To be recognized in the local business community as someone who gets spectacular results with a marketing strategy for a variety of businesses
 - 383. To be revered as the only firm that takes a holistic approach to helping my clients prepare themselves for the future of the TV industry.
 - 384. To be the #1 national provider of GPS tracking technology to the motorcycle industry.
 - 385. to be the "natural" No.1 choice for anybody needing or providing English-to-Hungarian translation as a direct result of the value we provide and the satisfaction we bring to them.
 - 386. To be the best and do the best for my customers, done by a motivated and excellent team
 - 387. to be the best health care company in the world
 - 388. To be the best in Management Training in our region.
 - 389. To be the best in my field
 - 390. To be the best in my field
 - 391. to be the best known source for help in reimbursement improvement in the medical clinic community; to hire the best people and create the environment for them to do their best work.
 - 392. to be the best local direct marketing company
 - 393. To be the best natural medicine clinic in the country.
 - 394. To be the best we can be for the families we help.
 - 395. to be the biggest distribution business in Pacific Rim.
 - 396. To be the dominant company in our industry, in sales volume, growth, and service.
 - 397. To be the dominant financial health consultant through a foundation of being the dominant servicer of private loans (loans to family and friends, private mortgages, seller financing, etc.)
 - 398. to be the dominant force in the market, ultimately the supplier of products to other retailers.

Question 4. My Business Vision for My Company Is:

- 399. to be the dominant information provider in my space and sell high-value info products to my customers, become the best, highest quality, best value-for-money provider of this information
- 400. to be the dominant information source for my industry.
- 401. to be the dominant provider of marketing systems for 6-8 niches
- 402. To be the dominant, most trusted and most recognizable provider of the service I provide in the country
- 403. to be the expert and provider of choice for cash flow solutions to small business by providing superior execution and value to my clients.
- 404. to be the first company thought of for our software product line
- 405. to be the focal point to which everyone that needs working capital or funds will expect and receive courteous, fair, honest, faithful, speedy and integritious service
- 406. To be the foremost supplier of environmentally friendly coffins in the UK: most respected and highest no of sales.
- 407. To be the guy that everyone knows and goes to for my services.
- 408. To be the largest (financial) management company and provider of taxation advice within the South East Queensland area for performing artists, musicians, and share-traders within ten years.
- 409. To be the largest Points Reward/Incentive Program in North America.
- 410. To be the leader (installing 80% of all contracted out tower installations) in the installation of wind measurement towers in the next three years
- 411. To be the leading source of help to our customers
- 412. To be the market leader in the industry
- 413. To be the most sought-after and recognized authority in the business and technical fields in which we provide consulting services. These fields are business reengineering, process improvement, computer and communications technology and technology product marketing.
- 414. To be the most Trusted and respected Business Coaching Company in Australia.
- 415. To be the most trusted hospitality furniture supplier in our markets
- 416. To be the number one distribution company of Beauty Aids in the Mexican Market
- 417. To be the one resource that parents and students can come to, in order to answer/solve any and all of their college planning and college funding needs and concerns.
- 418. to be the only office people think of when it comes to conservative health care
- 419. To be the only one people call on.
- 420. to be the preeminent supplier of office and business interiors to major blue chip accounts in Florida
- 421. To be the preferred choice for children educational programmes
- 422. to be the premier provider of office products in my area.
- 423. To be the premier-quality provider of building management solutions which commercial facility owners in the China and other select Asian markets seek out as their long-term preferred partner, delivering increasing value both to the customer and to our internal stakeholders.
- 424. To be the primary source of innovative ICT (Information & Computer Technologies) solutions for schools.

Question 4. My Business Vision for My Company Is:

- 425. To be the recognized world leader in RBI tools and technologies.
- 426. To be the top selling mailbox in the country.
- 427. to be THE Trusted Advisor to CEOs of Fortune 1000 – Operational and Organizational transformation supported by Executive Development
- 428. to be the world's leading expert on duplicate payment detection and prevention
- 429. To become “the” prime accepted source for our services in the industry without worrying about price being the buying criteria of the customer.
- 430. To become a highly profitable Microsoft Business Partner specializing in Customer Relationship Management
- 431. To become a household word in the business community of the Pretoria/Witwatersrand/Vereeniging (PWV) triangle – the financial hub of South Africa – no other firm exists in the RSA to my knowledge offering the combination of services we are already offering via our service providers.
- 432. To become an increasingly valuable resource for an increasingly select group of clients.
- 433. to become an information/educational force
- 434. To become established in these markets and month-on-month to year-on-year increase both sales and profits.
- 435. To become know as the most respected and trusted company in our industry.
- 436. To become known in my industry as the provider of breakthrough solutions for my clients!
- 437. to become number one and the most successful.
- 438. To become one of the leading law firms in Scotland, providing debt recovery and credit control
- 439. To become one of the leading law firms in Scotland, providing debt recovery and credit control
- 440. to become the “brand name” in the niches I decide to service.
- 441. To become the biggest provider of software solutions for alternative medicine practitioners, (including doctors, pharmacists, chiropractors, naturopaths, herbalists).To become the biggest provider of alternative health care products directly to patients on practitioner prescriptions.To become the biggest provider of web based applications and information systems in the alternative health care industry.
- 442. to become the default finding technology for the next web (a.k.a. the semantic web)
- 443. to become the dominant player in the metro DC area.
- 444. to become the dominant provider for the top 100 companies on my list,
- 445. to become the first name they think of when they are in pain and need relief.
- 446. To become the industry standard vendor of choice for software in our market.
- 447. To become the largest organized direct sales community in the world
- 448. To become the largest turnover real estate agency in Sydney's northern districts through providing a more professional real estate experience.
- 449. to become the leader in our field.
- 450. To become the low cost, high value supplier of choice
- 451. To become the number 1 company in Urology
- 452. To become the preeminent networked middleman that supplies knowledge and

Question 4. My Business Vision for My Company Is:

- experience coordinate
- 453. To become the preeminent resource world-wide for the knowledge, materials, and training in family-based food production
 - 454. to become the premier provider of cash vault services to our major clients nationwide
 - 455. To become the prime source for remarkable outsourcing services within the Corporate Travel arena.
 - 456. To become THE trusted collaborator for generating long-term, implemented solutions.
 - 457. To become top of mind for quality preservation picture framing.
 - 458. to bring the business in profit first and to grow it and becomes self-sustain.
 - 459. to broaden my sources of income in order to generate passive ongoing income from efforts, in addition to active income. For example, book sales generate passive income, as would endorsements and partnerships in products.
 - 460. to build a business that has a tangible value that I can sell in 5 – 10 years time. Exact strategy for doing so yet to be determined
 - 461. To build a group of pillars that provide an income smartly instead of a one man overworked trying to do it all. I am setting up Joint Ventures and Host beneficiary relationships. I am putting in place a referral system that will give me many sales persons without having to hire too many employees.
 - 462. To build a reputation like Jay Abrahams
 - 463. to build and broaden business structure so that it brings in consistent, passive income (such as from book royalties, licensing, or percentages of ongoing marketing endeavors/deals done for clients, etc.) This would be in addition to core pr, design & writing work done for a core group of clients. I would like to reach a total annual business income of \$500,000 to \$2 million within 5 years.
 - 464. to build my business to multiple sources of ongoing income, while reducing my personal man hour requirement.
 - 465. To change the perception of architects from only building designers to team players in facility development.
 - 466. to continue to be a debt free company hosting over 50,000 SMB customers with a worth over 500 million
 - 467. to create a broad based and profitable marketing company that will develop and market spiritual and meditation e-books, training materials, music cds, audio tapes and videos
 - 468. To create a combination of information products in the tax lien industry (seminars, bootcamps, telebootcamps, home study, Amazon-type books), expand that business, and then expand into other areas of financial empowerment topics.
 - 469. to create a company that provides the very best products, information, and service that give our clients a true sense of partnership and caring on our part.
 - 470. to create a full Eco-healthy-supermarket on-line, providing health and environmental friendly products at an affordable price. Building a community of practitioners and their clients. Supporting the building of health centres which combine a complete choice of practitioners,
 - 471. To create a loyal following of executives that find SMG a refreshing oasis to do business with.
 - 472. To create a multi-facility golf academy that generates 500,000 in revenue per year. Expansion to include Columbus facilities and a winter home in the south.
 - 473. To create an identity of the pre eminent organization of our type in our selected

Question 4. My Business Vision for My Company Is:

- market segments by redefining our targeted markets buying criteria through innovative programs supported by Client education built around our USP's.
- 474. To create and sustain a client-centric financial planning firm focusing on delivering peace of mind for its clients
 - 475. to create multiple streams of income from services, referrals, and joint ventures
 - 476. To develop 10,000 customers that consistently order a minimum of \$20 a month of my product.
 - 477. to develop a consistent source of revenue that will not require my full time involvement
 - 478. To develop a global reputation for excellence within the industry.
 - 479. To develop a marketing and consulting firm selling \$10,000,000 in gross revenue from multiple revenue streams.
 - 480. To develop and market courses on basic Self Development Skills
 - 481. to do whatever it takes in order to have good selling charts in a weekly basis.
 - 482. to dominate a very specific type of training on the post-graduate education for health professionals market
 - 483. to dominate all aspects of my industry
 - 484. to dominate the U.S. market through Utilization of a customer relations management system that stays in constant Contact with our customers determining and helping them to fulfill their financial needs and goals.
 - 485. to double in size in 18 months
 - 486. to double current profits and have the business run on its own by motivated employees.
 - 487. to double our sales in the next year.
 - 488. to double the size of our practice within the next 18 months
 - 489. to double the size of our practice over the next year and increase our back-end services availability.
 - 490. To drive down vehicle theft
 - 491. To earn \$300,000 in 2003 by selling properties in Scottsdale. I do business with For sale by Owners and mostly by referral of past clients, SOI, and business leads through networking organizations. I will have at least one or 2 passive streams of income generating while others are working for me.
 - 492. To educate our Dream 100 and to create a whole new way of doing business, by building a high-performance workforce of thinkers and innovators.
 - 493. To employ 5 people to service a client base of 25+ clients allowing me the freedom to present seminars around the world and work with a handful of clients
 - 494. To establish a profitable distribution business (generating \$100,000 profit p.a within 3 years) that requires minimum input from the owners
 - 495. To establish joint ventures and strategic partnerships with organizations and individuals that specialize in areas that we do not have atherse such as market research, creative and technical writing, graphic design, web page construction data sssed management, warehousing and fulfillment and to establish alliances with other smaller non-competing organizations in our industry who offer services that we cannot provide.
 - 496. To eventually grow into a bigger office with other psychotherapists working with me
 - 497. To expand into outplacement and serve medium to large businesses.

Question 4. My Business Vision for My Company Is:

- 498. to expand my marketplace from provincial to continental to worldwide with an ever increasing focus on providing artworks to the top 5% of the world's wealthiest individuals
- 499. to expand worldwide understanding and cooperation via international trade.
- 500. to find other entrepreneurs in other cities that want to market my system.
- 501. To foster the highest standards of coaching and create an international community of coaches
- 502. to franchise our service through 1000 service providers
- 503. to franchise throughout the country
- 504. To get best consulting possible for small and medium sized companies in the field of marketing
- 505. To get out there with internet marketing and building a list to sell to and build that rapport with those people.
- 506. to grow
- 507. To grow 10 fold this year
- 508. To grow 20% or more every year.
- 509. to grow and dominate my industry
- 510. To grow ATI into an internationally recognized provider of the highest quality commercially valuable web-based, functionalities. As such, it will create significant satisfaction and capital wealth for its employee-owners.
- 511. To grow company sales to at least \$3MM within the next three years.
- 512. To grow from a state based company to a national company.
- 513. To grow into a profitable operation that owns an equity position in the clients I serve and receives a fee for service that is twice what the normal CPA charges.
- 514. to grow into BC's top selling real estate agent/team while creating profitable joint business ventures with others
- 515. To grow it into the number one sales training organization in my town
- 516. to grow market share leadership and profitability for the benefit of our employees, customers, and shareholders.
- 517. To grow my business to 50 –100 clients with \$100,000,000 of their assets under management.
- 518. To grow my business successfully without adding to my stress level
- 519. to grow my clients' businesses—thereby growing my own.
- 520. To grow my coaching practice into a full-fledged training center & publishing company.
- 521. To grow my company to over one billion in revenue in ten years with the Master Mind Marketing principals, and thorough superior customer service.
- 522. To grow so I can automate the process without putting in any of my own labor other than supervise it.
- 523. to grow some specific areas of our company that are not currently being marketed.
- 524. to grow the company and expand opportunities for employees at the same time provide world class levels of service to clients and earn enough to support our infrastructure/overhead.
- 525. to grow the company by defining differentiators in the market
- 526. to grow the company overall business by 20%

Question 4. My Business Vision for My Company Is:

- 527. To grow to 20 – 50 times our present operation through employing a franchise prototype to leverage our growth plans. We are looking at the potential to develop a \$100,000,000 company.
- 528. To grow to 8 full time clients and maintain that level for the next 3 years.
- 529. to grow to be a million dollar corporation within 2-3 years
- 530. To grow to the point where I can hire a full time marketing person (not a sales person).
- 531. to grow/expand the company to a steady net revenue stream of \$30-50,000 per month. Once achieved, sell company or turn over operational control to a management team. Determine if the concept can be expanded to other locations or franchised.
- 532. To guide and assist over 5 thousand companies to utilize the USPS more efficiently
- 533. To have 1/2/3 dozen regular clients who refer other ideal clients and to conduct small seminars teaching my sales courses.
- 534. To have 2,000,000.00 in sales and then to sell in the next 4 years.
- 535. to have a business that continues on after me
- 536. To have a business that provides top quality web/ecommerce services, at reasonable prices; profits to me of greater then \$200K/yr.
- 537. To have a full coaching practice for both my partner and myself and then roll out to a franchise operation of 1000 franchises Australia wide by Dec 20055.
- 538. to have a increasing revenue stream, and sell the business in 5 – 15 years.
- 539. to have a joint venture company with Jay Abraham that will be a strategically structure business with many pillars and sells tactics and applications. (I do have a 2 winners product according to Robert Allen, my mentor).
- 540. To have a large organization with a residual income which allows us to fulfill our dreams
- 541. To have an international base, allowing me to work in as many different countries as possible
- 542. To have an internationally known speakers bureau and be an internationally known author, speaker & business leader.
- 543. to have annual pretax income of \$2 for 2004
- 544. to have both our desired image and customers
- 545. To have enough clients that it self propels itself with contracts for up to 80% of it's capacity. To grow to 6-7 million.
- 546. to have fun while energizing middle managers and team leaders to create better working environments and happier employees.
- 547. To have multiple income streams through various business plans and entities. I shall become a master internet marketer involved in multiple projects consistently.
- 548. To have my customers eagerly awaiting my next report.
- 549. To have our product viewed as a requirement for any college educated adult.
- 550. to have over a million people wearing our clothes!
- 551. To have turn-key chinese restaurants or delivery-takeout units where owners and employees can make money and have a well balanced personal life
- 552. To help as many people as possible, and have a profound effect on the lives of the people in my community while making a sizeable profit. also to merge the natural wellness community with the traditional medical community.

Question 4. My Business Vision for My Company Is:

- 553. to help clients maximize the use of their internal resources.
- 554. To help clients, to consistently have clients, to build on my and their successes
- 555. To help employers and their employees better understand the trends driving health care costs and to take the steps necessary to improve the quality of life of their employees and drive down their health care costs thereby improving their profitability.
- 556. To help others grow and have the best life they can live while our company remains profitable enough for everyone to be happy.
- 557. to help others realize their goals.
- 558. to help people help themselves to health, serenity & longevity
- 559. to help people to enjoy life and to make money in the process
- 560. To impact people to the point of duplicating beyond me and my team.
- 561. to impact people's lives personally and professionally via transformational seminars and coaching programs
- 562. to increase the net worth and endowment of the Foundation.
- 563. To increase the number of customers in my database
- 564. To inspire every engineer, pharmacist or physician that I come in contact with to define and live their ideal lives, on purpose.
- 565. To interact with the most innovative companies in the market place and supply them with the design & engineering services they require, but can not justify having full time staff perform the job functions.
- 566. To keep the company profitable.
- 567. To learn all I can about marketing so I can help businesses with their marketing problems.
- 568. to maintain a consistent base of 12 ongoing consulting clients, and eventually to hire help to do all of my administrative work (book-keeping, mailing, etc).
- 569. To maintain a reputation of excellence and enjoy being a small business that is perceived to be one of the finest small businesses, especially in the jewelry field in Idaho.
- 570. To make the most profit whild provining a valuable information to the client to improve their life
- 571. To make a decent living
- 572. To make money
- 573. To make the web site name a household name but profitable.
- 574. to motivate and mobilize others to freedom and fulfillment
- 575. To move from just creating database solutions for my clients to consulting on business and marketing strategy.
- 576. To net 1 million dollars by building a successful Network Marketing Business
- 577. To offer most comprehensive marketing and sales services for crossborder business (foreign companies who want to build, enhance, grow, protect their business in Europe specially in Germany)
- 578. To offer the best quality at the best prices.
- 579. to operate a information/marketing products business with minimal overhead/maximum profitability delivering high quality, high value products for a competitive price that over delivers on what the buyer was expecting. Design the client relationship so that for the most part the company runs on auto-pilot,

Question 4. My Business Vision for My Company Is:

- through web based delivery, payment of accounts and management.
- 580. To out-market the “big boys” and create a high value cruise service for high value clients nationwide.
 - 581. to provide a superb education to our students and outstanding service to our clients, be they case managers or private firms
 - 582. to provide cutting edge communications information, templates and services over the Internet.
 - 583. To provide education and training in homeopathy and holistic health care in flexible, accessible ways for health professionals everywhere. To produce healing through understanding.
 - 584. To provide engineering innovations to the alternative health industry
 - 585. To provide excellent chiropractic care to our clients resulting in their greatly improved health, and conversion to ongoing prevention and wellness programs.
 - 586. To provide excellent results and make a positive difference in their business and life.
 - 587. To provide homes to those who wouldn't otherwise be able to qualify for loans, at a rate of 50-100 per year..
 - 588. To provide innovative and effective marketing opportunities for clients.
 - 589. To provide my clients with the most professional service when buying or Selling their home.
 - 590. to provide practical up-to-date information that every business-owner needs to run his business successfully
 - 591. To provide state of the tools to help them make better decision around their employees
 - 592. To provide the most remarkable service for my clients and considerable profit for myself
 - 593. to provide unique products of premium quality at affordable pricing. My products are still in formulation stage. Production will commence in 2-3 months
 - 594. To reach \$1 million in annual revenues within 2 years.
 - 595. to reach Royal Diamond level by Dec 2003. To have a monthly sales volume of \$1,000,000.
 - 596. to reach thousands of people and help them use word of mouth better.
 - 597. To redefine the standards of my industry through my success.
 - 598. To rise to the very top in our category and provide the greatest value to the consumer in the process. it should provide a nice income as a bonus, but we think of the customer first.
 - 599. To roll the business into a public vehicle (REIT) by 2007.
 - 600. to see my clients dominate their geographic area financially, and, therefore, influentially
 - 601. to sell limited edition prints and fine art original paintings directly to the public through various direct and indirect sales medium
 - 602. to set it up as a franchise model that can then take the same systemic approach to my competitors and help them to be more competitive in the world market
 - 603. to set it up as a system that educates the customer and sells our product leading to a clean, green agriculture sector..
 - 604. to survive!
 - 605. To take hypnotic entertainment to the masses in order to touch people's lives in

Question 4. My Business Vision for My Company Is:

- positive ways. Producing performances in large venues to facilitate this.
- 606. To take my arm of the business to the highest compensation in the company
 - 607. To teach my family and friends to have lifequality
 - 608. To teach people how to run their businesses with new paradigms.
 - 609. To teach, sell and satisfy
 - 610. To train leaders on how to apply character in the workplace.
 - 611. To transform my consultancy into a saleable product
 - 612. to triple revenues and add one more full time employee over the next 3 years
 - 613. To use risk-reversal as my primary weapon,
 - 614. To use the above plus the new ideas Jay is proposing to make my business devastatingly successful and blow the competition away and be known and well respected as the industry leader in my business.
 - 615. To utilize my talents in providing a product and /or service needed by the market place.
 - 616. To work as a financial officer in multiple, local real-estate companies simultaneously, possibly with a support staff that I would employ
 - 617. To work with clients, not be mired in the admin and be invited to present
 - 618. Treat every client as a friend and assist them turn their good dreams into reality.
 - 619. Triple in size for the next 5 years by offering honest value to middle america
 - 620. trying to make a living
 - 621. Twofold – personal and professional To turnover a minimum of £750,000 pa and sell company to provide my pension in 10 years time. To make a significant and positive difference to the lives of as many children in the UK as possible through the provision of professional training in emotional literacy development.
 - 622. Ultimate Solution Provider to Clients
 - 623. unclear
 - 624. under development.
 - 625. Until I started this questionnaire, I assumed I had a vision for the company, which currently is to try to grow without a real definitive plan.
 - 626. user friendly and measured response advertising.
 - 627. very fuzzy, unclear.
 - 628. We are the number one jewelry designing house in the world in every sense. Where as the company has multiple streams of income enable to sustain growth and proper .Everybody felt lucky to be part of this company. They are respected and well reward for their contributions
 - 629. We manufacture and sell a self-massage device - The Stick (www.thestick.com) and our vision is to have the Stick in possibly every household in the USA, and eventually in viable countries .
 - 630. we will be a highly dependable and knowledgeable firm whose ability to evaluate technological issues and implement technological solutions will be of value to small and mid-sized companies.
 - 631. We will be able to reproduce our systems and marketing strategy , to be able to sell the process to other companies in different markets. We would like to be writing \$5 Million a month in New loans.
 - 632. Well, I 'm the only one in Pakistan doing this. My vision is not merely to make it inordinately profitable, but to come out with totalt ground-breaking, revolutionary

Question 4. My Business Vision for My Company Is:

- ideas, philosophies, in strategy & innvation.
- 633. Withhold 25% market-share
 - 634. Within 3 years I envision my company being a 5 Million Dollar Gross company. It is currently about 1.2 Mil.
 - 635. within the next 12 months to generate \$1million in sales, within 5 years \$10 million in sales and within 10 years \$25 million in sales
 - 636. Within the next 5 years Softura will have offices worldwide providing software solutions and services that consistently solve their customers problems. Sales will exceed 50,000,000 and Softura will have more than 10 offices worldwide. Softura will attract all types and sizes of customers. Every customer, employee and vendor is treated with honesty, integrity, dignity and respect. Softura will be thought of as the company that provides end to end solutions of the highest caliber and value. Softura is a company the customer can count on when they need the job done right, on time and within budget. Softura will be one of the most desirable companies to work for. Employees have a sense of ownership and pride in the company as demonstrated by being recognized as one of the top companies to work for in both the United States and India. Employees can go and get a job virtually anywhere in the industry as a result of working at Softura. Every aspect of the production of software will be standardized and tightly controlled. The services will consist of, product management, program management, development, quality assurance, user education and delivery. We will also have a product division, which is ever evolving, as the needs of the market change so shall our products to meet them. Softura revolutionized the software development process just as Henry Ford revolutionized the car industry by being able to assembly line software and ideas into working solutions that meet the customer's expectations consistently.
 - 637. woefully deficient
 - 638. word of mouth will make us popular.
 - 639. World-wide placement with participation of 4 million members weekly

Question 5. How Many Different Applications Do You Have of Every Marketing Tactic you Use?

Question 5. How many different applications do you have of every marketing tactic you use? I.e. 22 different referral generating approaches/methods.

1. Different pages of different web sites use different and multiple keywords to attract search engine traffic.- I use 3 to 4 versions of advertising copy for the same product. Even these get "tweeked" over time.- Most of my autoresponder's contain a minimum of 7 email messages.
2. Just the one approach - for each client we interview, we ask for referrals
3. Reactiave word of mouth at present – gearing up for proactive lead generation this year.
4. Don't quite understand
5. Referral sources
6. ? (22)
7. 0 Direct Mail method, 2 Search Engine that we pay for placement, Dozens of Internet Affiliate Marketing methods, 0 Host-Beneficiary Relationships, 3 Referral methods, 1 Newsletter and 8-10 successful P.R. requests for articles in Time, Money, the Wall Street Journal, etc.
8. 1 (7)
9. 1 – Thorough referral only
10. 1 application: ask for referrals at appointments, then send out letters to those referrals and make follow-up calls to those leads
11. 1 each
12. 1 For newsletter subscriptions, 12 different streams to sign them up including website forms, article resource boxes, ad swaps, paid ads, banners, trial versions of our products, magazine and newspaper articles, word of mouth referrals, tell-a-friend services, signature files and discussion lists2 For ecourses, 2 sources to gather customers – website pop up forms and standalone ads 3 Trial versions are offered to all these prospects, who are then surveyed4 For joint ventures, we rely on 7 sources for potential partners like related businesses, existing customers, others who contact us for deals, major affiliate marketers, service providers in related areas, fellow ezine publishers and industry specialists
13. 1 great yellow page ad4 distinct referral methods4 ways to set up joint ventures (2 internet/2 non internet)3 ways to boost internet biz.
14. 1 of each at this stage
15. 1 or 2 each
16. 1 Referral Generating tactic2 Direct Mail series approaches 2 – 3 CRM tactics with existing clients
17. 1 typically sometimes 2-4
18. 1) Clients, 2) Contractors, 3) Realtors, 4) Allied Professionals, 5) Product and Service Providers,
19. 1) If I get my patients well they will refer people into the office.
20. 1. from present customers.
21. 1. Magnetic Marketing Approach which contains a system for marketing
22. 1. newsletter to healthcare professionals and all customers, inquiries, family members2. visits by our nurse to healthcare professionals , facilities, beauty salons to educate potential referral sources and leave brochures.3. thank you

Question 5. How Many Different Applications Do You Have of Every Marketing Tactic you Use?

notes for inquiries

23. 1. online ads; 2. emails; 3. word of mouth; 4. posts on other websites; 5. off-line ads.
24. 1. Package inserts 2. Invoice inserts 3. Direct Mail 4. Catalog 5. Conference/Convention displays/ Sales tables
25. 1. referrals , ask for referral , pay \$10 for each referral. 2. direct mail
26. 1.Ads on vehicles & trucks2.3 radio stations3.tv4.back of directory5.sticker attached to new phone book
27. 1.Referrals from day spa personnel – each referral entitles X minutes of free therapy2. Referrals from current clients– each referral entitles X minutes of free therapy3. Monthly specials flyer to all members of the shopping center to buy for themselves or for their own clients.4. 1 free treatment to every day spa personnel to experience and talk up the therapy treatment to their clients. WORK IN PROCESS: Website Monthly letters to current and past clients containing specials and educational health tips
28. 10 different approaches, Prospecting : Warm markets, referrals , third party referrals, word of mouth advertising, family influences, business influences, Seminars, advertising literature, friendship farming, cold calling.
29. 1-2 per group
30. 15 email communication tools2 ppc advertising2 article applications1 linking strategy3 affiliate approaches1 joint venture methods1 offline newspaper column approach2 referral tools3 viral marketing approaches
31. 16 letters10 phone scripts4 case studies14 seminars / club presentations3 referral routes
32. 2
33. 2 different referral approaches
34. 2 different referral methods – neither working effectively direct response – starting to work better – stronger supporting numbers backend products from me, and from other complimentary companies marginal net worth – being worked on – start up company so not a proven number yet host/beneficiary – working on – as the direct response results are improving, I am starting to build h/b relationships have been trying different forms of risk reversal testing various price levels
35. 2 direct mail campaigns3 referral systems4 different reports that our clients can accessWe have 10 different centre of influences who refer us business1 Newsletter2 websites
36. 2 or 3 of each
37. 2 referral approaches2 approaches to direct mail – including faxes
38. 2 referral methods, 1 method national press ads, 1 method radio ads, 3 methods of getting alliances, 1 method of mailshots, 2 methods for internet
39. 2 referral methods: letter from expert to former subscribers/word of mouth stemming from friends-familypr campaign: promote through media, church bulletins
40. 2 Referral Programs5 Different approaches to market to existing clients3 Website applications5 Direct response marketing initiatives2 Viral marketing opportunities1 Mailing list data quality programs3 Lifetime value enhancement services programs2 Plans for marketing to non-profits
41. 2 referral tactics, diversify to 2 additional services
42. 2 referral generating methods. 5 different phone scripts

Question 5. How Many Different Applications Do You Have of Every Marketing Tactic you Use?

43. 2 Risk Reversal policies: One on software and the second on services. This is not promoted well. Our company always offers a 100% 90-day satisfaction guarantee. For large clients, our services are sold with their satisfaction or their money back.
7 Host Beneficiary relationships: Our company has many partners with other software manufacturers who develop complementary software to ours. We have a combination of referral and reseller agreements with them. Advertising: We do some targeted institutional advertising in industry trades and over the web. PR: Have PR agency that produces press releases quarterly.
2 Direct Email campaigns: 1 is quarterly e-newsletter and 2nd is to promote sales on one of our products lines. Just launched an email newsletter. When we have software specials (once a year maybe), our marketing team blankets their internal lists with 1, maybe 2 emails. They do not do sequential marketing. Qualify leads up front: attempt to do this, but difficult Change profile of products and service for up market: Our product is the highest priced tool in our software segment. Since the first release, all our competitors have priced their versions below ours. We own the patent on our specific technology that enables what we do but we don't have the funding to enforce our patent. Because of our price and patent position, we have tried to profile ourselves as being the Cadillac of technology and service in our category. Unfortunately, it doesn't always work because our competition is gaining quickly. Larger units of purchase with discounts: Offer discounts on volume purchases
3 free different software evaluation versions for download on our website. We give away free test versions of most of our software that gives limited functionality or limited timeframe for use.
44. 2 ways to approach my partners customers. 1. displays of my work. 2. sponsored photo shoots.
45. 2: research and referral
46. 2: research and referral
47. 22? Where?
48. 2-Direct mail, 2-referrals, 2-Cold Calling, 2-Networking, 1-Web Marketing (newsletter), 1-800# hotline
49. 3 (5)
50. 3 approaches for using the internet
1. post contact and request for a CD approach.
51. 3 different client building approaches, 5 products to cross sell, advertiser to sponsor events.
52. 3 different referral generating approaches,
53. 3 different referral generating approaches.
5 different listing sources / approaches.
2 buyer qualifying approaches
54. 3 for Referral generation—1 for Repeat clients—1 for the rewards category—1 for walk-in traffic---
55. 3 or 4 each
56. 3 print newsletters – one for active practice members, one for inactive practice members and one for prospects
e-mail newsletter for practice members and prospects
10 different referral generating events and activities
Community and Patient Appreciation Days
e-coupon on web site
Speaking Programs
Brochure presenting 10 programs to businesses, clubs
Volunteer Wellness Program with HS sports programs providing free care to athletes
57. 3 referral gathering methods; 2 testimonial gathering methods, 4 link sharing methods, 1 press release distribution method
58. 3 referral methods, 5 lead generating methods, 3 conversion methods, 5 number

Question 5. How Many Different Applications Do You Have of Every Marketing Tactic you Use?

- of transaction methods, 2 average \$ methods
59. 3 referral programs: one for casual contacts who I meet, one for business development executives, and one for active clients.
 60. 3 referral programs5 marketing vendor relationships
 61. 3 referral sources: customer/patient physician/nurse not yet implemented: web site
 62. 3, 12, & 1.
 63. 4 Affiliate programs, 3 referral methods, 5 fundraising plans,
 64. 4 different referral generating methods; 2 advertising approaches
 65. 4 referral generating approaches.1 appointment generating approach12 workshop agendas1 direct mailing approach
 66. 4 referral programs, newsletters, direct mailers,
 67. 4 Meeting people on the streets or at their work and asking how well they like their job. Soliciting telemarketers that call me. Calling contacts provided me by other people. Listening to people wherever I go.
 68. 5 affiliates marketing independently1 association with people who help set up and manage telebootcamps1 association with people who are location coordinators for live events2 associations with people who promote live events
 69. 5 and counting methods to gather emails every element of my site is traced by my own system that shows me CTRs and CRs of those elements I write to my affiliates, I show them scientific marketing,
 70. 5 different ways of marketing my services on the web3 referral programs 1. thru friends, family and previous employees
 71. 5 lead generating5 referral generating2 testimonial generating
 72. 5 referral methods,3 ways new customers,6 ways adding more value for existing customers, both as people & as businesses3 ways of risk reversal
 73. 5A.Website, available globally Fax broadcasting to targeted markets Tradeshow presence Magazine Advertising Television and Radio Satisfied client Referral
 74. 6 ways of advertising3 ways of internet promotion3 ways of personal referrals
 75. 8 lead generating 1 methods1 public relations company2 Business Partner alliances
 76. 9 Email, ezine, sales letters, brochures, seminars, fax, Free reports, free Cd,classified ads
 77. A bit stunted. It's through company regional marketing and sales contacts. Their distributor contacts. Extension of contacts in customer company over specialty functions.
 78. A couple different approaches to potential customers
 79. A mailing, a referral system, and host beneficiary relationship
 80. a. 2 Telemarketing approaches- using special foreclosure lists available. b. 3 different Referral methods: friends of clients, ourselves and businesses c. 2 kinds of Newspaper ad: Classifieds in several sections. Display ads.
 81. a. Referral, b. advertistment, c. previews
 82. A.2- networks, referralsB.2 -advertizingC.2-upselling and partnershipsD.3 – increase sales, add on fees, retail, expansion
 83. About 2
 84. ads;10-20 choices,5 referral generating approaches: 5 articles written:

Question 5. How Many Different Applications Do You Have of Every Marketing Tactic you Use?

- newsletters; sponsorships 10; talks monthly; referrals 3; alliances xz 10
85. Advertising - 8Referrals - 4Education - 5Past clientele - 7
 86. Advertising 3 different lead generation advertisements Education 3 educational booklets and monthly newsletter Brochures 1 only Website 1
 87. advertising: YP, newspaper, gifts, handouts
 88. Advertising Telemarketing (outbound)Realtor Interaction Affinity partners (accountants, financial planners, attorneys, etc)Builders Real Estate Speculators and Investors Past Client Marketing campaigns
 89. Again: Just the search engine rankings, the ad purchases, and the sending of my own press releases. Last year, we also had a company turn our web site into a postcard and produce 500 color copies, which we then sent to different sports media (I printed address labels from a database of contacts that I maintain.)
 90. Approximately 10 versions
 91. As in other questions above, I doubt if I precisely understand the terminology. However, we use our web sites, email newsletters, email direct mail, brochures that go in OEM packaging, our award and acknowledgement icons on many other web sites, free licensing of our content on other sites, trade shows, our strong search engine presence, our Web-based discussion forums, an affiliate program, all to sell our magazine, advertising, and ancillary products. We use the largest magazine newsstand distributor in the world to distribute our magazine, plus promotional dollars from key partners to initially get the magazine in airports.
 92. As in Question 2,, plus making irresistible offers, educating customers by giving reasons "why"
 93. Ask for referrals and tetimonial letters.
 94. Asking for leads at the completion of projects. E-mail lead generation letter— failed miserably.
 95. At the moment only 2 word and mouth and writing articles on pet nutrition in the news papers to establish an authority on the subject
 96. At the present time I use none. For 35 years I have marketed at the Fairs six months out of the year. The rest of the year I set on my ass and then rushed to get ready for the next year. The fair was the only place my clients could get their Elva's Jewel Joy. I had mail order but never encouraged it until now.1.I could use Home shows, trade shows, airports, beauty shops as well as fairs.2.Direct mail3.Email4.New product for backend5.Set up distributors. I have a request from Japan received yesterday. 6.Allow other to market (which I have rejected in the past} 7.I need to think about wholesaling my product. Shame on me I have the greatest jewelry cleaner in the world and have been very selfish and controlling.
 97. At this moment I have only 3 different 4-steps direct marketing applications working for me.
 98. At this stage only one tactic has been identified for each marketing pillar.
 99. Basically none really implemented at this time, we are new to Abraham and are trying to implement the Referral and Joint Venture materials
 100. Basically one application
 101. Because of the small universe of customers, we use maintaining contact with the individuals responsible for projects as priority.
 102. Better discounts for subsequent contract and referral incentives
 103. Between 6-10
 104. Building a list online: Publish a Ezine (Newsletter), Publish an Autoresponder

Question 5. How Many Different Applications Do You Have of Every Marketing Tactic you Use?

- Course associated with a product, Publish articles on approach to business and business tools, Maintaining a list of clients (Those who bought from myself and those who bought products via a referral link), Building a list offline Maintain a database of existing clients, Ask for referrals
105. Call past clients and centers of influence for referrals, call daily expired listing's, call For sale by owners, call around my just listed or just sold property.
106. Can't answer
107. Cold calling – phone call scripts
108. Cold calling to a specific real estate group and limited referrals.
109. Community out reach- speak at pre-schools, scholarship at high school, etc Small paid ads- church bulletins, local newspaper
110. Contact Management Software. This forms the hub of our sales efforts. We use the product ACT!. We have gone to great lengths to make the software work for us. We've written our own Data Entry Manual which standardizes how data is to be entered. Our ongoing challenge is compliance with the manual. Most recently we've created an "orphan rescue" program to review and develop standards which will close the gap on orphaned enquiries which have resulted from the manual not being followed. Nevertheless, with all our faults, using this software would have to be the primary factor in us having the drop on our competition. We know they are behind us because we make dummy calls to them and they consistently a) do not ask for the contact details of the caller, and b) as a result of not asking for details (such as phone no.) they don't follow-up on enquiries made. Statement Of Assurances: We created these "assurances" as our way of offering a guarantee. We asked ourselves what were the typical "piss-offs" that customers experienced when dealing with traders like us, and decided to create these assurances, then charge into the market with them. They've been in operation for about 18 months and they've placed us firmly on the map. No-one else in our industry does anything like this, and prospects love it. The statement unquestionably give us a competitive edge, and has given us a rallying point as far as our internal performance standards are concerned.. We hand them to every through-the-door enquirer, and issue them with every quote. Issuing Visual Quotes: About 12 months ago we set up the technology internally to be able to issue "visual quotes". We learned early that issuing written quotes gave us an excuse to re-contact an enquirer. Then we moved up a level to be able to say "I'll email you a photo of the exact container I have in mind for you". We've created a library of images which is a combination of generic containers, as well as individual containers we have in the yard. If the enquiry is generic in nature, we use the generic images, and if the enquiry requires specificity, we use the specific images of specific containers. This has been the second major competitive advantage we've developed. No competitor issues visual quotes. Yellow Pages Ad: We use this in Yellow Pages only. We haven't tried using it anywhere else. At least 50% of our new enquiry comes from Yellow Pages. We think that's largely due to there being so few competitors rather than the quality of our ad. [The ad is reproduced at the end of this report]Call-Back Cop: We've trained our receptionist to be a call-back cop who keeps a statistic sheet of the calls that come in, and monitors who has been given a phone message. He has been given permission to hassle every peron in the business who has received a phone message unril they can confirm they have returned the call. His task is to have a zero calls-outstanding tally at the end of the day. Any outstanding calls jackpot to the next day and the culprit receives a greater amount of hassle until the call is made. While it may seem a trivial thing, our experience of the commercial world is that calls are generally not returned and we see prompt call-returning as a further way to differentiate ourselves from our competition who we know are

Question 5. How Many Different Applications Do You Have of Every Marketing Tactic you Use?

- slack. Quick call-backs create an impression of competence, so for us it's as good as an ad.
111. Continuously improve your services, improve staff skill and perseverance, enhance your way of reporting, look for new ways to keep your customers, don't always translate your efforts into compensation fee, look for better promotion material for your website, expose staff to meetings and conferences to obtain first hand experience, to attend related workshops and exhibitions, put your company logo and name on presentation slides and distribution material, put advertisement in magazines and booklets of limited circulation, etc.
 112. Conventional advertising for new and used unit sales A short of bounce back coupon for service department customers Each sales rep has his/her own referral system
 113. Create a profitable baseline and build off of it. 5. 5. How many different applications do you have of every marketing tactic you use? I.e. 22 different referral generating approaches/methods. List below. 6. Refer to explanation at the beginning
 114. Currently depend on two: subcontracting and word of mouth
 115. -currently very scattered. Not certain exactly.
 116. Currently, 3 client acquisition methods: Co-Op Advertising Direct Mail Approach Specific Travel-Oriented Advertising
 117. customer referral form
 118. Customer referrals: use of a website
 119. Customer Service 8, Professionalism 5, Promotional Literature 7, Means of Advertising 10, Pricing Policy 1, Location 2, Competitive Edge 14
 120. Different direct mail letters depending whether the recipient is a new potential customer, a \$1000 per year customer, or a \$6000 per year customer
 121. Direct contact – mail, telephone & mail – 3 Networking and referral – 2 Advertising – 1
 122. Direct Mail - 20/year, Telemarketing – ongoing mail/phone, Telesales – ongoing, Email marketing – weekly (planned), Website – 1, Direct External Sales - 1 Sales Rep, more planned, Direct internal sales - 3 Sales Reps, Catalogue – 2 per year, Trade shows – 4 -5/yr, Educational mailers – 8 – 10 per year, Public Speaking engagements 5 – 10/year, Public Relation - whenever we can (needs more work), Advertising – Magazines 2 – 4, Advertising – newspaper 2, Advertising directories 2, Yellow pages 1, Fliers 12/year, Memberships 8, Regular specials lists – monthly, Special Program marketing 4 - 6 special programs
 123. Direct mail – multiple letters (approx. 8 on file) Email – multiple campaigns
 124. Direct mail is postcards and trifolds to six different markets; print media is yellow pages, classified ads in newspapers, display ads in real estate magazines, inserts in shopper publications and/or mailing packs; referral sources are few, internet marketing uses 3 applications (2 types of websites and autoresponder emails); telemarketing uses 2 applications, 800# direct response phone lines and outbound phone contacts to respondents; public relations events are few...too time consuming to administer and usually too costly to promote.
 125. Direct mail menu of over 150,000 menus to be sent out in advo with coupons sent out at increments of 5,000 per week so we can produce. Television commercials
 126. Direct mail: Introduction for telesales Further persuasion as follow up to appointments. Further persuasion as follow up to proposals. Post purchase reassurance To introduce new products Telesales: Introduction for direct mail

Question 5. How Many Different Applications Do You Have of Every Marketing Tactic you Use?

- Follow up to proposals Follow up to installations Follow up new product direct mail Email Marketing: To support direct mail and telesales activities To introduce new products and services/Referral: To introduce our existing products To introduce our new products
127. Direct mail Display Ads
 128. Direct Sales – contact our existing customers every 3 – 6 months and see if they need more of our shelters and then ask for referrals from them for other operators they know of who might require our services/products.
 129. Direct sales, Network Marketing
 130. Direct sales Telemarketing
 131. Discounts to guests who refer other customers.
 132. DK
 133. Don't know
 134. Don't know.
 135. Don't understand the question.
 136. Endorsement Host beneficiary Dream 100TelemarketingDM
 137. Entice current clients to refer with promise to lower our price to them as a success fee.
 138. Expireds, fsbos, past client contact, mailings
 139. Face to Face and Mail Follow-Up
 140. Fax marketing offering special reports I use one way with different reports. UI use free special reports about 4 different ways. I offer them via fax marketing, I get COI to offer them to their clients and I also us them as sales tools in presentations. I also send them as follow-up after meeting for reinforcement of key messages. I use Thank you notes after every meeting or contact. I use this one way.
 141. Fax, Teleclass, MP3 files, Email, Website, Personal Phone Calls, Network, Referrals, Mini Workshops, Aligning with other email lists
 142. Five ways of maintaining communication with customers – monthly email newsletters, calls and visits (largely ad-hoc), mass customized training solicitations, and presentations at technical conferences; one method to solicit additional business – follow-up calls and emails, ensuring satisfaction with prior job.
 143. For risk reversal, we offer a MBG, free bonuses, and 20-25% discounts. We test different subject lines in our e-mails, we analyze results from every e-mail campaign. For publicity, we use maybe 3 or 4 applications.
 144. For the distribution of literature – direct mailing cash offer for referralsfour response methods to potential customers (phone, e-mail, fax, visit)offer of cash return on gross sales to customers
 145. Four
 146. FOUR 4 KINDS EACH ACTION SAME STRATEGY 1 my interviewing questions intentionally include ? that they can't possibly know the real answer to because they have never asked their client or suppliers -- so I tell them we can't proceed until we have the valid info -I arrange to interview their suppliers and repeat the above on them Role-play setup as described earlier Survey of their performance with their most important client or supplier
 147. General contact with clients/business professionals/active in certain community activites

Question 5. How Many Different Applications Do You Have of Every Marketing Tactic you Use?

148. General market presence.- 3 ,advertising industry magazines, conference attendance, sponsorship. Targeted marketing - 4. Email, letter, phone contact and personal visits. Referrals – 2 Written references, verbal references
149. Generally I use only one variable for each tactic.
150. Generally only one
151. Handbills Referrals – ask customers
152. Have 0
153. Haven't counted them yet, but will list them down in a disciplined manner. For example, will get most effective e-mailing lists of people in the three categories in item 2 as targets for email marketing. Secondly, will tackle social clubs and business organizations (large MNCs for their benefits programmes, and smaller and medium size enterprises for the owners themselves. Thirdly, senior HR practitioners to sell the idea of greater productivity.
154. Haven't counted them, but the numbers are increasing. Probably at least 2 – 5 approaches for each type of marketing so far.
155. Honestly, we are so busy serving our clientele we don't have time to market effectively and I know our growth is limited by the way we are doing things or not doing things.
156. I am building a data base now, Direct mail with risk reversal headlines.
157. I am not familiar enough with them to know.
158. I am on the ideation stage, my company is still hasn't launched.
159. I basically work cold. I get names and phone numbers from individuals and companies from the phone books, whenever I get an appointment with them, I get referrals, weather I sell them or not.
160. I depend on word of mouth from present clients. I am presently doing no more marketing.
161. I do almost no marketing. Every once in a while, I get out the notes I've saved from your mailings and from Dan Poynter and do something, and it always brings in business but so far I haven't felt attached to any of these things. have mostly used personal networking as a marketing tool, and very little else. In fact, more of my books are bought by people who buy them than by people I sell them to.
162. I do NOT have a list of them at the moment.
163. I do not know the number of applications
164. I do not understand this question.
165. I don't know.
166. I estimate at least 2 for each tactic
167. I give referral fees if the referral buysI give nice custom imprinted pens away, and a recipient can always call for a free refill, upon that request, I always ask for a referral
168. I give referral fees if the referral buysI give nice custom imprinted pens away, and a recipient can always call for a free refill, upon that request, I always ask for a referral
169. I guess not as many as I thought. Thinking hard about this question, maybe one application of a tactic, if that.
170. I have an excellent referral program. I give coupons worth \$100 to every client to share with their friends. The coupons are worth \$100 on the first purchase made by a new client at Winfield's. Each person who sends me a referral also receives

Question 5. How Many Different Applications Do You Have of Every Marketing Tactic you Use?

- a \$50 gift certificate for themselves. You have copies of this coupon in your material from the ULMRL, session two I believe. I also send emails to people who have signed up as members at either of my websites. www.winkjones.com and www.freecz.com. My emails contain a request to forward this email to their friends.
171. I have at least 6 applications of each, but just do one at a time so I will be focused and actually get it executed.
172. I have attracted new agents with email I sent from Monster.com's database of people looking for a sales position, and by word of mouth advertising. I have acquired new customers by making a relationship with 3 different Buying Groups (BG), and sending email, faxes, and phone calls to the BG's members.
173. I have no specific approaches or methods currently in place
174. I have no specific marketing plan at this time other than creating relationships with banks, CPA's attorneys etc...those type of people have relationships with the clientele I am trying to identify.
175. I have not been that objective or intentional.
176. I have used only one referral method.
177. I need work
178. I offer a money back guarantee on all my services. (in nearly 2 years, I've never been asked for money back!) This has been a I don't yet have clear referral systems in place, although I have begun to develop a simple script / referral system to pose to clients every month or two. The essence of it is to get them to acknowledge the value they get from our work together, and then to agree that this kind of value would be very good for others, especially due to the current economic situation. Then I ask them to think of two or three people who could benefit as they did...
179. I only use 2 or 3 methods, which are based on referrals. Nearly all my business comes from repeat or referral business.
180. I or 2 referall approaches, 3 phone canvassing approaches, 1 or 2 email approaches
181. I really can't say.... We don't have a solid marking plan, strategy, whatever. In my opinion, our lack of work clouds our planning, then we find work and end up doing nothing but work until it's finished, then back to famine and hunting.
182. I really have only one strategy now. Currently I give clients a 5% discount for booking next years vacation before they leave this time.
183. I usually use only one application of a marketing tactic.
184. I would say that we are currently limited to singular approaches in each of the above listed tactics
185. i.e. Promotion – in-store Poster/POS/brochures/website information/snail mail/post cards/Newspaper/billboard/PR
186. I'm not aware of them unfortunately. May I have a copy please?
187. I'm not sure
188. I'm not sure how to answer this question.
189. I'm reactive not proactive.
190. I'm still in the planning stages
191. I'm too embarrassed to answer this question.
192. I'm not sure that I have any.

Question 5. How Many Different Applications Do You Have of Every Marketing Tactic you Use?

193. In reality, very few. The business is too busy focusing on just closing new deals.
194. In the process of working on this. Right now, the referral methods in planning stages are Referrals from employees of new employees Employees of new clients Existing Clients for new clients when following up on service New clients upon starting service Prospects when offering bid to mention that we expect from our clients referrals, and that if they are not willing to give them, it means we are not doing our job right, and that we would like to correct any problems Host/Beneficiary relationship referrals via testimonial letters
195. Industry specific list management Direct mail postcards and letters Call capture hotlines Web based email capture Free Report Lead Generation 800 Toll Free contact numbers Broadcast Fax and Fax on Demand Live Inquiry and Customer Support Operators Email signatures to generate leads and inquiries Trade Magazine space ads
196. Internal telemarketing (ranges from 1-4 per year) 5-10 consultants that refer leads IBM marketing center (I visit annually, call the DMC reps monthly to promote my company) I actively promote my company with 5 software vendors to sell their software and complimentary software and service (I have also provided them marketing services for which they have paid my company for co-marketing services) I network with 5 complimentary local businessmen (i.e. CPA, Lawyer, long distance carrier, networking professional, implementation consultant) I ask customers and prospect for referrals
197. Internet advertising Newspaper advertising Local supermarket posters
198. Internet posting and personal contact.
199. Internet, email, direct mail, radio, TV, newsletter, newspaper, magazines, and name endorsement
200. It would take me an entire day to try to sort this out.
201. I've used direct mail combined with trying to educate the customer, by offering a free report into the issue of duplicate payments. I've used direct mail and risk reversal to get a large local firm as an audit client (by offering to work for nothing if I recover less than £10,000 in duplicate payments). I've been greatly helped by Mary Schaeffer of IOMA, who put a free advert in her publication (Managing Accounts Payable) asking for people to test my new duplicate payment detection and prevention software. (? Host - Ben, though her gain is not immediately obvious - maybe longer term of course). I've used pay per click search engines to find people looking for duplicate payment software. This has resulted in a potential joint venture with a small US-based A/P auditor. I haven't managed to use referral, even though I have an extremely grateful long-term client who use my duplicate payment prevention software (UK subsidiary bank of Household International, Inc). Risk reversal for my software - download a trial version free. Upgrade if it saves you money.
202. Joint Venture Marketing - 2 Ways Networking - 3 Ways
203. Just a few: meeting with new client's professional helpers to get to know them better and to turn them into future referrers; hold seminars for clients and referral sources to help remember us when they have a need; use of audio business cards; book: My Dog Ate My Retirement Plan, a again to keep our name in front of people
204. Just a few
205. Just a few.
206. Just getting started here... 2 - 4 direct mail approaches/methods 2 - 3 specific ads we're testing in trade magazines 2 - 4 lead-generating approaches for

Question 5. How Many Different Applications Do You Have of Every Marketing Tactic you Use?

- telemarketing 2 or 3 referral generating approaches.
207. Just started but so far only using classified ads
 208. Just started; have not listed yet.
 209. Just starting out – so all types of applications not yet generated
 210. Just starting this implementation. We have 2 current customers, several in the wings. Current customers for reimbursement services are references. We are just now implementing sales of allied health products and expect superb references (from the patient results) for these products.
 211. Just startup company – mostly working part time now with word of mouth and on the internet.
 212. Knowledge storm Find Accounting Software Version Tracker, etc.
 213. Lead Generating ads Word of mouth
 214. Lead generating: 3 - my personal phone calls, word of mouth, spontaneous networking I confess, no strategy here -- all spontaneous or driven by necessity
 215. let charities know I lecture to groups of 50 plus for free tell my corporate clients that I lecture to companies use a speaker agent contact doctors to obtain referral business reciprocal relationship with personal trainers for business encourage media to use me on a repeated basis
 216. Letters to family & friends Web site Workshops Association Groups
 217. Lots of word of mouth systems (that's what I'm best at), one sales letter that I always continue to test (headlines, guarantees, opening paragraphs, ps's, I've tested price already very thoroughly), I've used so many variations on your methods, but until now (after reading this questionnaire), I haven't used them all strategically.
 218. Mail -outs, phone calls to past clients, ask for referral business when first working with a new client. Leads from Horse Trainer friends/clients.
 219. Mailers (3) .. referrals (2) ... newsletters (new every month) grass roots / community (2)
 220. Make calls to a selected list of potential customers. Call on them every 3-4 months to keep our name in their thoughts if the need arises. Send brochures to people who are interested in our services. We send questionnaires after every job to make sure that our services meet their expectations and with the questionnaire we ask for referrals-but rarely do they give them even though we get exceptional marks for our service. I look for businesses that own or manage a large portfolio of buildings that meet our services and contact them. Also call on engineers and architects that can refer us to the owners of buildings that need our services.
 221. Maybe one concerning obtaining referrals
 222. Memberships of Chamber of Commerce, Public Relations Institute, National Press Club, Membership lists of professional and business groupings, careful scanning of the major financial publications, asking for personal referrals – from clients as well as other contacts, entry to top structure of major business groupings via my hobby (professional pianist – residual value of staff!)
 223. Monthly meetings with clients, Direct personalized mail
 224. Mostly just one application of each tactic.
 225. Mostly one per type.
 226. My previous applications for marketing have been less than ideal. With my new mastermind marketing course I am becoming re-energized, not only with a multitude of new ideas and concepts, but more importantly with the unlimited

Question 5. How Many Different Applications Do You Have of Every Marketing Tactic you Use?

- financial potential that I see in my future.
- 227. N/A (11)
 - 228. Networking, follow-up letters to clients, regular contact with clients via snail mail and e-newsletters, active participation in professional organizations, scheduled meetings with recruiters and network prospects weekly, business cards everywhere, get contact info. for callers who don't schedule immediately and send them brochures with note, news articles (by me and/or about me), public speaking engagements (free and paid), follow up via e-mail and snail mail with seminar participants, links with related businesses, articles online, featured expert with several websites
 - 229. Networking; word of mouth; targeted email; website promotion
 - 230. Newsletters, anniversary letters, periodic mailings, seminars
 - 231. Newspaper ads, direct canvassing of cardiologists and neurologists
 - 232. No consistent methods
 - 233. No idea
 - 234. No idea!
 - 235. No marketing "tactics" defined at this point.
 - 236. No more than one or two for each
 - 237. None (28)
 - 238. Normally just one
 - 239. Not any yet as we are in the process of setting up and defining our marketing strategy and plan.
 - 240. Not being done, I'm waiting for my strategic partners to supply the work to me
 - 241. Not certain.
 - 242. Not clear on this one.
 - 243. Not consciously considered
 - 244. Not defined or written out
 - 245. Not Developed
 - 246. Not developed this yet
 - 247. Not Enough
 - 248. Not enough
 - 249. Not enough
 - 250. Not enough - still developing.
 - 251. Not enough. Primarily one pillar (outside sales)
 - 252. Not fully clear thus left unanswered.
 - 253. Not implemented yet
 - 254. Not many
 - 255. Not many at present, but finding Jay's material a very good resource for ideas plus the conference calls.
 - 256. Not many really
 - 257. Not many, a weakness, basically work the 'the one thing we know'
 - 258. Not marketing at present
 - 259. Not much in place at this time.

Question 5. How Many Different Applications Do You Have of Every Marketing Tactic you Use?

- 260. Not so many, just beginning. Honest.
- 261. Not sure (4)
- 262. Not sure - probably only one or two
- 263. NOT THAT WELL PLANNED
- 264. Not using.
- 265. Of the one mentioned above all have one or zero applications so far
- 266. One (6)
- 267. One – making contacts within the industry and trying to generate clients through word of mouth referrals.
- 268. One – through the parents and it is NOT WORKING
- 269. One apiece
- 270. one of each
- 271. One of the one I use
- 272. One or sometimes two of: newsletters, referral forms, search engine optimization
- 273. ONE OR TWO
- 274. One or two tactics, all utilized the same way
- 275. One or two,
- 276. One per tactic.
- 277. One referral system
- 278. One seminar and many other ideas I never implemented.
- 279. Only 1 for each tactic
- 280. Only 1 or two of each. During my career at different jobs, different tactics were very well developed, and others not so much. Much as you describe it phenomena of different industries gravitating to a finite set of tactics
- 281. Only 2 or 3 for each tactic
- 282. Only 2-referrals and website
- 283. Only about 2-3 of each. Eg. Referrals come from those who've been to a funeral where our bamboo coffin has been used or from the Funeral Directors/Burial sites that have used them. Also from crematoria who've used them.
- 284. Only just starting. Intend to use referrals as a marketing strategy
- 285. only one of each
- 286. Only one or two at the present grow level
- 287. Only one per tactic, thus far
- 288. Only one, member referral marketing.
- 289. Only one.
- 290. Out of office lectures, in office new patient workshops, in office general lectures, holiday mailings, asking for referrals, drop boxes, blood pressure screenings, primary scripting, newspaper ads for lecturing opportunities, radio, yellow pages, sign, internet. 13 total
- 291. Outside Sales 1) Telephone Solicitation 2) Literature drop offsMailers:3) Send out Vendor printed mailers to customers & prospects Email Campaign: (4-6) We are currently developing an email program to customers & prospects Thomas Regional: We are basically going to end the printed book advertising.
- 292. Perhaps 3-4 different approaches

Question 5. How Many Different Applications Do You Have of Every Marketing Tactic you Use?

- 293. Perhaps two or three for most of the methods. Two ways to generate referrals, several ways to test direct mailings, advertising in several different media, 100% money back, toll free numbers...
- 294. Periodical ads - Just advertise in 1 periodical Word of mouth - Do not have a reward program for people who refer me business Business referrals - Have one where I send him business (people wanting driver license) and he sends me business (people wanting commercial driver license)
- 295. Personal contacts & referrals
- 296. Phew. can't really answer this. our only marketing is aimed at referral generation. we consider that every aspect of providing our care and our follow up is part of that, including asking for referrals.
- 297. Phone Calls Trade Shows Website
- 298. Placing articles with announcement lists Placing articles with individual websites Joint venturing with list owners to offer useful information to their list
- 299. PR – press releases twice/month, conference keynotes 2/month – (2) Alliances – networking, direct approach with a proposal (2) Referrals – workbooks, emails, website, personal contacts (4) Database contact process – mail outs with information and offers. (1) Website – ezine, links page, forum, (3)
- 300. Presently dependent upon requests for product and marketing support from sales staff
- 301. Presently only one- I have recently sent out a letter encouraging the refinance of their loan with a standard mortgage company as the rates have gone lower over the last two years.
- 302. Probably 1 or two for the three or four tactics I use
- 303. Probably few
- 304. Probably no more than one
- 305. Probably one
- 306. Probably one or two of each of the above
- 307. Probably only one
- 308. Product/service-value, brand name, packaging: pricing-volume discounting: distribution-wholesale, retail: promotion- Internet, ads, trade shows, e-mailings, direct mailings.
- 309. Promote every event that our customers coordinate Promote our customers schools via flyers, bulletin board, and referrals Educate customers and school owners on new products and better equipment Do Special Ordering for no additional cost Free referral service to martial artists, actors, stuntmen, prop-masters, performers, etc. Rentals to movie and television studios Wholesale accounts Discount programs Equipment donation program Yellow pages (20 books)
- 310. Purchase prospects names, Get referrals from presents clients, Ads in newspapers, Ads on radio talk show about wellness products, Company generated prospects, Web site generated prospects, Newsletter to growing prospect list, Web site to train associates, Typical methods of driving prospects to web site, Continually upgrading website to sustain solid examination of products and opportunity
- 311. Questionnaire with space for referrals
- 312. Ranges from 1 to 5 and combinations thereof
- 313. Realtors promote us Email campaign to 2000 realtors: 3 emails per week using

Question 5. How Many Different Applications Do You Have of Every Marketing Tactic you Use?

- Greg Frost's pdf's Mail: mail postcards to top 400 realtors monthly Mail letters to top 400 realtors monthly Have 3rd party mail (title, other realtors) to top 400 realtors Mailed audio tape with 20 top realtors in depth comments about us Voice broadcast; trouble implementing, but plan to top 400 realtors monthly Website including audio's of 20 top realtors in-depth comments about us
314. Referral by word of mouth; Repeat of happy clients;
 315. Referral system only
 316. Referral: 10 applications External lead generation: 3 applications
 317. Referral – 2 basic methods backend - 1 primary method – email usp – only need the right one packaging – 3 versions of this bump – 2 versions of this risk reversal – one version of this
 318. Referral apps: Hardware – cash payment for referred names Software – Pre-sales, referrals as condition of sales Risk reversal apps: Hardware – offer to take back unit in saleable condition within one week of sale Software – No payment for services if installed accounting or ERP software does not work according to publishers' specifications Host-beneficiary: Hardware – use of computer systems integrators association list in return for advertising contract Software – mail out promotion with business group's magazine
 319. Referral by clients, independent sales people, trades people and cash incentives
 320. Referral generating approaches; direct mail
 321. Referral generation – past customers, Seminar Attendees, Institutions Marketing alliances – other Gardening or Philanthropic Websites
 322. Referral generation through leaflets and cards given to all patients, sent to them on enquiry, after each consultation and to all patients GPsReferral generation through leaflets and cards to other physicians who are learning homeopathyReferral generation through leaflets and cards to homeopathic pharmaciesRisk reversal with money-back guaranteeRemedy costs included in fees – so no surprise costs.
 323. Referral generation: 5, information creation and dissemination: 5Prospect identification: 4 followup: 2
 324. Referral Strategy – 1Host Beneficiary – 1
 325. Referral system with existing customers
 326. Referral systems 2PRongoingPersonal contact ongoing about three main thrusts
 327. Referrals – 2 systems Strategic alliances – 1Risk reversal – 2Education - 2
 328. Referrals (1) – existing customers. Referrals (planned) – Finding niche markets and getting people in prominent positions in these market to help market my products. Barter (1) - existing customers get discounts for referrals Affiliates (planned) – existing customers, and/or non-customers would get paid for each sale they bring in.
 329. Referrals : direct referral, 2 tier affiliate direct mail contact: postcards, e-mail, web, e-reports, custom reports, fax info tele-marketing: client service calls, follow up sequencing Sales reps: left on their own, but need to envelop them into brand marketing strategy trade shows: branded awareness of preshow marketing. Customer trade shows, see large prospects and customers at one time.
 330. Referrals from dealerships Referrals from Insurance Co's Direct contact w/prospect Repeat from Client Referral from Client
 331. Referrals through existing customers (5 clients giving med leads on a regular basis) Every customer is being offered additional products (at present 2 followup products/services. Direct sales letter every week to at least 20 qualified

Question 5. How Many Different Applications Do You Have of Every Marketing Tactic you Use?

- prospects. Selling a bigger service to 25% of my clients. Testing different headlines of my direct sales letter in blocks of 100. Joint sales efforts with 5 different non competing companies. Small weekly newspaper ad referring to free online course (testing new headlines every month)
332. Referrals x 3 Writing Articles x 2 Public Speaking x 2 Alliances x 1 Host Beneficiary x 2 Direct mail x 1
 333. Referrals, Word of mouth, Direct mail, E-Mail marketing
 334. Referrals, Advertising, Special Promotions, Events, Seminars, Courses
 335. Referrals, buying criterias.
 336. Referrals, cold calls and direct mailing
 337. Referrals: 1. Generated by the Front Desk staff 2. By the PR staff 3. By the Doctors. 4. At re-exams 5. At holidays 6. At anniversaries 7. Externally via gift certificates 8 thru events such as patient appreciation days, community awareness days, etc. In-office workshop: we have 5 regular topics that we rotate, including: Stress Solutions, Headaches Solutions, How to Create Good Health in Your Life, How to Stay Fit While you Sit, and Learning Trigger Point therapy for at home Pain relieve. Outside Lecture: we have several slide programs, including: How to Stretch Your Way to Good Health, Stress Solutions, Peak Performance, Headache Solutions, Trigger Point Therapy for Pain Relieve, Balancing Female Hormones Naturally. Take-One lead Boxes: we have boxes placed in multiple locations with gift certificates linked to store products, they must fill out a brief health/stress survey to enter for a chance to win. Locations include: hair salons, movie theaters, pizza shops, auto repair shops, sub stores, video stores, and we are working on find other spots.
 338. Referrals: Existing customers, sending them a thank you- note after each sale with some fun story, or wisdom or such. Make them very appreciative towards me, and put us on a human- shared feelings-platform. They hear about someone else wanting help they refer them to me. I talk to people in all circumstances on the bus, at a wedding, in a class etc. if my work could be of value to them, and if not I make them see that there may be others they know that would. I speak to other agencies that if they need my expertise I am ready to do the pitch for free, so they do not take all of the risk in the transaction. I receive "problematic" customers that have failed working with other agencies. Because I tell them that I see the problems as challenges. From personal friends that have used my skills. When they talk about someone else having problems, I ask them to tell that person what values they have got from me.
 339. Reward cards Website Ebay Referral cards Magazines
 340. Right now just the few mentioned above. It's a bit overwhelming, but I am trying (and succeeding at) setting up more by doing a little bit each day.
 341. Right now the business is in start up stage, after the layered master strategy has been completed for the first stage fully, and the first tactic is deployed and cash flow begins there will be many layers of marketing tactics to reach each of the many markets available to the business model and the overall initial master strategy.
 342. Right now this appears to be too mechanical an exercise, which I don't believe will apply to our more informal program.
 343. Right now, I feel like an idiot and I can't even list the marketing tactics I use.
 344. Risk reversal retail brand ,affiliates, email marketing, mlm's, bonus minutes for signing up
 345. Risk reversal – 90 days to ask for their money back, bonus reports, 30 page direct

Question 5. How Many Different Applications Do You Have of Every Marketing Tactic you Use?

- mail letter
346. Sales letters on-going changes after Joe Vitales' Copy Writing Course;Packaging offers on-going; Direct Marketing;WEB advertising by industry/sector.
 347. Sales people on the road cold calling and taking care of existing business
 348. Sales, really one strategy currently (the most successful to date)Tradeshows proved unprofitable. Referrals have worked well for us in the past, but my current salespeople think it's too much work. It's how I built the business!
 349. Salesletter: 3 typesReferrals: 1 wayAdvertising: 6 channels
 350. See Mkt plan attached.
 351. Selling happens over the phone or in person. 2 or 3 referral methods.
 352. Seminars delivered through Chambers of Commerce and Shopping Mall Management.Direct advertising letters to law firms and medical practices.Yellow Pages print advertising and online advertising
 353. Several, based upon the different services we provide
 354. sign-in guest book; tell a friend; bring a friend; share your secrete about where you found the art that you purchased
 355. Some are listed above. We try to have 5 elements to each of our tactics.
 356. Start-up business, all tactics not in place yet.
 357. Start-up phase – we do not have this properly thought out or implemented. It is something we must think thru and put into our business plan.
 358. Still being developped
 359. Still in the process of quantifying.
 360. TBS
 361. Telemarketing and direct mail (mostly telemarketing).
 362. Testimonialsad's in local newspaperwebsite with marketing-tips and a newsletterMarketing-Training an conventions to acquire new prospects
 363. The only marketing tactics currently used are direct face-to-face-sales and referrals. There are 3 applications of the direct sales tactic – (a) telephone calls to decision makers to create new business, (b) cold calls on decision-makers and influencers and (c) follow-up on referrals from current and former clients. We do also leverage referrals especially within the same organization. This works well where there are many semi-autonomous units within the same corporate structure and it works especially well when these units interact with each other during the course of a normal work day.
 364. There is no formal referral generation scheme this is an area for improvement the managing director who is the most successful advisor tends to network, specifically he helps people he does business with referring contacts in his network to them building goodwill, i.e. he might have a corporate client that wants to sell his business in the future and he would introduce them to a firm of specialists in the area without expecting a reward, this goodwill generated creates friendship and trust, the specialist (corporate finance consultant) will often refer clients back to us as does the client because our managing director goes out of his way to help. This may even be a less strategic level i.e. he might know a plumber an electrician and if a client is in need of one he would introduce them to the particular tradesman. Our Managing Director tends to pick these opportunities to help through general conversations.
 365. These are what I'm planning&researching so far (more to come):Alliances: interior designers (offer commissions & selection of inventory), charitable organizations

Question 5. How Many Different Applications Do You Have of Every Marketing Tactic you Use?

- (approach high\$\$\$ donors; %profit to org), high-end financial planners (like Spar Street; enliven offices & meeting halls), high-end art framer, fine-art shippers & insurers, fine-art restoration providers Referral Generation: ASK for referral upon delivery of artwork, hand-deliver postcard ad to everyone I talk with, 2-3 greeting cards (given as "thank-you" gifts) w/ bus.info&pitch on the back animal-portrait display ads w/ vets, pet-sitters, doggie day care, horse stables local HOMEBUILDER's network (custom art for the new home) website (needs redesign; is currently a big institutional ad) Back End: greeting cards w/ client's purchased image, re-frame/repair (?) Staying In Touch: quarterly newsletter, semi-annual phone call and/or letter, Christmas & birthday cards
366. This is a new company that has just started operation, on the basis of my brother's business. We are in the first stage of developing marketing basics. Therefore, what we have are very basic things, which I want to expand. Unfortunately legal formalities are prolonging start of aggressive marketing campaign.
 367. This is not clear to me.
 368. Three
 369. THREE APPLICATION
 370. Three different referral-generating programs. Five different promotional programs. Two public-relations programs (no longer in operation). Two advertisement methods. One direct-sales method. One direct-mail method (just starting up). One customer follow-up method. One value-adding method.
 371. Thus far each of my tactics are stand alone tactics.
 372. Too few to quantify at this point - - probably 1 or 2 per item mentioned above – but even that number is inconsistent.
 373. too many to quantify – maybe 50 overall
 374. Traffic generation: Opt-in e-mailing to targeted lists 2. Participation in Forums 3. Advertising in Newsgroups 4. Partnering and Linking with related websites
Converting prospects to customers: Free information on our website Free newsletter and e-book Money back guarantee on all products (even seminars) e-mail to prospect and customer base with special offers
 375. try to deal with other professional (accountants, insurance, bankers) to generate referrals
 376. Tv, radio, newspapers, classified, cold calling, internet, word of mouth, direct mail...we test a few different applications for each tactic and settle on one that works the best as determined from test results
 377. two
 378. Two cold call Four referral Three networking
 379. two different approaches.
 380. Two...to co-opt organizations in my effort. Offer self-generated publications to those gained by the former.
 381. Typically one or two
 382. Umm, none
 383. undeterminable
 384. Unknown
 385. Unknown
 386. Unknown at this time, under development

Question 5. How Many Different Applications Do You Have of Every Marketing Tactic you Use?

- 387. Unknown list of variations on any one aspect
- 388. Up to 5 per tactic
- 389. USP's and programs have not yet been specifically defined.
- 390. USUALLY 1-2
- 391. Usually just one of each: yellow pages, newspaper ads and direct mailing
- 392. Usually two
- 393. Varies
- 394. Very limited – my business is currently driven only by direct mail which is not proving to be very effective.
- 395. Warm market: happen to speak to, phone call, demonstration Cold market: se above + letters, advertising
- 396. We are not tactical, we are one deal, sale at a time.
- 397. We are so sporadic and unorganized that I can't really list any.
- 398. We are still trying to determine the best applications.
- 399. We follow guerilla marketing tactics and have employed about 60 of those weapons
- 400. We generally work on word of mouth and referrals of contacts.
- 401. We generate referrals to our business and increased customer interest through mailing informative pieces on the benefits of our supplements and include time-limited special offers We generate e-mail based on current research and link how our products benefit problems and enhance health We use literature drops to assess interest in specific geographic areas We assess web traffic and electronic purchasing behavior in light of the above and modify material based on sales performance We generate books and other material to establish ourselves as pre-eminent resource. We establish and support associated businesses – web hosting, e-commerce so as to consolidate our dot.NET presence
- 402. We have 1 referral program We have one host beneficiary program tht is working (the one with the usps) We have tried others – but they haven't worked.
- 403. We have six steps for getting to the decision maker, each step has at least seven scripts; we have seven steps to the sales process, each step has a minimum of seven scripts; so the selling process has 6x7 plus 7x7 equals approx 100 tactics for the sales process alone
- 404. We use sales reps of organisations that sell complementary products (eg. telecommunications) to get us new prospects. We pay the reps.We use host/beneficiary program
- 405. website
- 406. Website: Newsletter, articles, multiple produces and services Referrals: Asking, repeatedly asking, cards, special offers
- 407. What?
- 408. Word of mouth
- 409. Word of mouth referrals and through print advertising
- 410. Word of mouth, referrals, excellent customer service, 100% money-back guarantee
- 411. word of mouth introduction by another party generated leads by manufacturer mailouts
- 412. Yellow pages = 6 books Direct phone = 6 to 15 offers based on needs Tonerman

Question 5. How Many Different Applications Do You Have of Every Marketing Tactic you Use?

= 1Referrals = 1Direct mail = 4

413. Yellowpages listing & other directoriesReferralsBought in leads for Mortgage side

Question 6. What Industry are you in?

Question 6. Demographic Information

What industry are you in?

1. (Nikken) Health market, network marketing
2. Accountancy services
3. Accountant
4. Accounting and financial management services.
5. Accounting services
6. Accounting/consulting to SME's
7. Adult day care
8. Advertising (4)
9. Advertising and marketing
10. Advertising design and production
11. advertising specialty industry
12. aerospace manufacturing
13. agricultural/distribution/trucking
14. Agriculture
15. Agriculture, food production
16. Allied Material Handling
17. Alternative health (4)
18. Any applying technology.
19. Architecture (2)
20. Art
21. Art gallery
22. Art Gallery Sales & Custom Framing
23. Art publishing; art sales; picture framing
24. Arts/Service
25. Asset protection
26. ATM/payment processing industry and publishing (new aspect)
27. Automotive
28. Automotive Repair
29. automotive sales- dealership
30. Automotive, Commercial, Industrial, Fluid and management and related business building services.
31. AV
32. Aviation/transportation
33. Beauty and Health
34. Billing/Consulting/Business Letter Writing
35. Biz. Information Marketing
36. Building Services

Question 6. What Industry are you in?

37. Business
38. business advice and support
39. Business and Estate Planning
40. Business and technology consulting
41. Business Consulting (7)
42. business development
43. Business Development for small businesses
44. Business growth
45. Business growth consultant for small privately owned businesses.
46. Business Law
47. Business marketing
48. Business reengineering, process improvement, and “high-technology” consulting, plus marketing consulting for new technology products.
49. Business Services (5)
50. Business Services, Education and Coaching
51. Business training
52. Business, Education and Gov’t Character Based Leadership Training
53. business-to-business services
54. business-training for small and medium sized companies
55. Buy Colorado is an advertising publication
56. cable
57. Career Development materials
58. Cash flow or working capital funding.
59. Charitable Org. – Agriculture – Publishing - Education
60. Chartered accountants and business advisors
61. Chartered Accountants and business Advisors
62. Chemical processing
63. Chinese Food delivery-take-out concept –1 unit with a few tables to be seated
64. Chiropractor (2)
65. clothing/I-D
66. Coaching (4)
67. coaching and creating e-books
68. Coaching/Consulting (2)
69. Coffins
70. College Planning
71. Collision Repair
72. commercial and industrial cleaning
73. Commercial and Industrial Construction
74. commercial banking
75. Commercial Buildings & Facilities
76. Commercial Interiors Design and interiors/Furniture supply and installation
77. Commercial Printing

Question 6. What Industry are you in?

- 78. Communication Business Building
- 79. Communications (2)
- 80. Composite Materials and Electronics
- 81. Computer networking services. Setup and ongoing maintenance. Plus re-sale of new and pre-owned computer/office equipment.
- 82. Computer sales and Networking.
- 83. Computer Software (3)
- 84. Computer software development and sales on Internet
- 85. Computer software development consulting
- 86. Computer Software Manufacturer
- 87. Conglomerate (water pumps and filters, industrial and telecom enclosures, power tools)
- 88. Construction – industrial and commercial
- 89. Construction (3)
- 90. Construction Project Management starting up a marketing company.
- 91. Consultancy
- 92. Consultant
- 93. Consulting – Business to business
- 94. Consulting & Training (2)
- 95. Consulting (12)
- 96. Consulting and Contract Engineering
- 97. Consulting business Services
- 98. consulting for private cos 1-50mm\$
- 99. Consulting service – sustainable business practice and living (clients = businesses and individuals).
- 100. Consulting Services
- 101. Consulting, polling, business, economic, market research & strategic consulting.
- 102. Consulting, Training and Development
- 103. Consulting.
- 104. Consulting/CPA
- 105. Consulting/Training
- 106. Consumer and Business to Business
- 107. Copywriter- Journalist/ personal, and legal coaching.
- 108. Corporate security
- 109. CPA
- 110. CPA firm
- 111. creative real estate (lease purchase)
- 112. credit card merchant services
- 113. Credit Management
- 114. Cross Industry business consulting
- 115. Currently I am in Broadcast Equipment Sales and my wife and I sell Log Homes on the side and I am currently going to Joel Christophers work shop this weekend in San Antonio.

Question 6. What Industry are you in?

- 116. Custom Picture Framing and a small amount of Limited Edition Art,
- 117. Customer Finance
- 118. Customer relationship management for small business
- 119. Data processing
- 120. Database consulting/creation.
- 121. decorating products, retail wholesale
- 122. Dental
- 123. Dental Products to dentist
- 124. Dentistry (4)
- 125. Development and implementation of published marketing/promotion products targeted at specific industry sectors
- 126. Developmental Neurobiology and Ecology --->Healthy people, family, and environments.
- 127. Diamonds wholesale, on/off-line mode
- 128. Direct Marketing and Real Estate
- 129. Direct sales, leveraged distribution income
- 130. Direct sales/Multi level Marketing
- 131. Distribution of Beauty Aids through retail chains.
- 132. Distribution of Church/Sunday School supplies
- 133. Diversified
- 134. Domestic drilling
- 135. Ebusiness consultancy
- 136. Education – Teaching English as a Second Language
- 137. Education & Media
- 138. Education (5)
- 139. Education and training
- 140. Education of commodity traders
- 141. Education, Information Brokerage
- 142. educational consulting
- 143. Educational Materials
- 144. Electric bicycles (transportation)
- 145. Electrical & Electronics Industry
- 146. Electronics
- 147. Employee benefits (insurance: life/health)
- 148. Employee Recognition Plaque Program
- 149. Employment
- 150. Energy production and waste management
- 151. Engineering
- 152. English-to-Hungarian translation in Hungary
- 153. Enterprise software
- 154. Entertainment (6)
- 155. entertainment, private security, management consulting, confidential counseling,

Question 6. What Industry are you in?

- and real estate
- 156. Environmental and Safety Services.
- 157. environmental consulting
- 158. environmental engineering
- 159. Equipment Leasing & Financing
- 160. Events and Tourism
- 161. exclusive dealer of mobile services
- 162. Executive Coaching / Strategy and Marketing Consulting
- 163. Exhibition decorating-General Contracting
- 164. Feng Shui consulting
- 165. Finance (6)
- 166. Financial Brokerage.
- 167. Financial Information
- 168. Financial management of real-estate companies
- 169. Financial Processing (Company is 4 months old)
- 170. Financial products marketing
- 171. Financial Services – cash flow solutions
- 172. Financial Services (21)
- 173. financial services (financial planning, estate & succession planning, investment planning).
- 174. Financial Services specifically mortgages.
- 175. financial services- we lend money to small businesses based on their receivables
- 176. Financial Services/Real Estate
- 177. fine art (2)
- 178. Fine art bronze foundry
- 179. Food & Beverages (2)
- 180. Food (2)
- 181. Food and Nutritional mixes.
- 182. Food service.
- 183. Fundraising for church groups
- 184. Furniture
- 185. Furniture and ceramics manufacturing
- 186. Garden design, information & garden product supply
- 187. Genealogy
- 188. General distributor
- 189. Golf School/ Academy
- 190. Graphics products and services
- 191. Group benefits and employee health and education
- 192. Hair and Beauty
- 193. Hair care
- 194. hazardous waste management
- 195. Health & Fitness

Question 6. What Industry are you in?

- 196. Health & Fitness - Healing arts.
- 197. Health (2)
- 198. Health and beauty (2)
- 199. Health and nutrition
- 200. Health and Wellness Care
- 201. Health Care (10)
- 202. Health care / Chiropractic
- 203. Health care and education
- 204. Health Care and Fitness
- 205. Health Care Fund Raising
- 206. Health care, information
- 207. Health education
- 208. Health Food Retail
- 209. Health foods, retail
- 210. Health information
- 211. Health services.
- 212. Health/Wellness
- 213. Healthcare
- 214. Healthcare – alternative
- 215. healthcare manufacturer
- 216. Helping companies to develop and improve their position in local and international trade
- 217. Help-U-Sell Real Estate, Residential Real Estate Sales
- 218. Homeschool supply; specifically: LITERATURE-BASED homeschool curricula with an international focus
- 219. Housing
- 220. Human Health
- 221. Human Resource Communications
- 222. I currently operate in the software industry!
- 223. Import/export (expected)
- 224. Independent Realtor with Remax
- 225. Industrial packaging supplies
- 226. Industry products such as foundry equipment, technical fabrics, packaging machinery, conveyor belting, IT
- 227. Info Marketing and real estate
- 228. information and seminars
- 229. Information Management and Supply Chain Software
- 230. Information marketing – Fitness/healthclubs
- 231. Information providing and selling (2)
- 232. Information publishing (2)
- 233. Information publishing Multi-Level-Marketing Vendor of nutrition products
- 234. information sales

Question 6. What Industry are you in?

- 235. Information Services
- 236. Information technology – software development
- 237. Information Technology (5)
- 238. Information Technology (IT) consulting
- 239. Information Technology Services
- 240. Innovative Business Services provision (2)
- 241. Insurance (3)
- 242. insurance agents
- 243. Intellectual property for high tech, sectors Photonics, software, acoustics, alternative energy
- 244. International Transportation, distribution
- 245. Internet
- 246. Internet Access
- 247. Internet business
- 248. Internet Marketing (2)
- 249. Internet Marketing and Publishing
- 250. Internet Marketing, Network Marketing, Product Development for the internet.
- 251. Internet Marketing: Home education: Learning Disabilities
- 252. internet publishing
- 253. Internet Service Provider
- 254. Internet software and ebooks
- 255. Internet website creativity; subset database creativity.
- 256. Internet/Telecom
- 257. Inventing, New Product Developing
- 258. Investment Advisory
- 259. Investment Industry
- 260. Investor-Shareholder Relations / Financial Communications.
- 261. IT – Implementation of ERP's
- 262. IT (4)
- 263. IT consultancy and Network monitoring
- 264. IT consulting/services
- 265. IT/Property
- 266. Jewelry (3)
- 267. Kitchen Cabinets
- 268. knowledge delivery
- 269. Kosher Food
- 270. Law
- 271. Law (new field, just left the political business)
- 272. Law/tax (2)
- 273. Lawyer
- 274. Lead Generation
- 275. Leadership development, grant/development development, writing and

Question 6. What Industry are you in?

- developing spiritual/meditation ebooks and training materials
- 276. Legal (4)
- 277. Legal practice
- 278. Licensed sports apparel and merchandise retail
- 279. Life and Business Coaching
- 280. Litigation Funding
- 281. loan broker
- 282. Loan Servicing
- 283. Mail/Email/Communications
- 284. Management and Financial services
- 285. Management consulting
- 286. Management Consulting (4)
- 287. Management consulting- organizational development
- 288. Management/leadership consulting
- 289. manual medicine and beauty, spa industry
- 290. Manufacture a patented lockable mailbox.
- 291. manufacturers rep for plumbing supplies
- 292. Manufacturing
- 293. Manufacturing and distributor
- 294. Manufacturing Consulting
- 295. manufacturing primarily low to medium volume job shop type work
- 296. Market research (serving the cable/satellite TV industry)
- 297. Marketing & business consulting
- 298. Marketing (2)
- 299. Marketing / Information
- 300. Marketing and PR
- 301. Marketing Consultancy (4)
- 302. Marketing Consulting (4)
- 303. Marketing consulting / marketing software
- 304. Marketing info products
- 305. marketing of legal services
- 306. Marketing or business growth consultancy
- 307. Marketing the products that we manufacture, wholesale and retail
- 308. Marketing Training
- 309. Marketing, consulting, distribution
- 310. marketing/ direct mail
- 311. Marketing/Advertising (2)
- 312. Marketing-Consulting
- 313. Martial arts
- 314. Massage therapy / Body treatments
- 315. Massage therapy, Telecom, Massage Therapy School

Question 6. What Industry are you in?

- 316. Media (2)
- 317. medical
- 318. Medical office services.
- 319. Medical research
- 320. Medical software
- 321. Memorialization (Headstones)
- 322. mental health
- 323. Minerals Processing.
- 324. MLM, health
- 325. mortgage brokerage
- 326. Mortgage Banker
- 327. Mortgage banking (2)
- 328. Mortgage Broker (3)
- 329. Mortgage Market
- 330. Mortgage, Real Estate Investment, Trusts
- 331. Municipal Government accounting software developer/supplier
- 332. My company reps for products in three different industries.
- 333. My current business interests are in Website development, audio production and produce dev, hand made art, music, moving and storage, restaurant, auto repair, promotional products
- 334. Natural health & beauty
- 335. Natural health / medicine
- 336. Natural Healthcare
- 337. Network Marketing
- 338. Network marketing for shaklee corporation
- 339. network marketing,
- 340. non-profit association
- 341. Non-slip floor chemical treatment and products.
- 342. Nutrition consulting
- 343. Nutrition supplements/Intellectual property specifically on nutrition, weight loss and health.
- 344. Office Equipment
- 345. Office Furniture repair and sales.
- 346. office products
- 347. Oil & Gas Engineering Consultants
- 348. Oil and gas drilling
- 349. Oil and petrochemicals
- 350. Online Information Product / self-publishing
- 351. Outsourcing Services
- 352. Packaging
- 353. Party Industry. (supplier of party goods & novelties).
- 354. Payment Processing

Question 6. What Industry are you in?

- 355. Perishable Agricultural Industry
- 356. Personal Development (3)
- 357. Personal development, training, coaching
- 358. Personal Finance
- 359. Personal productivity and personal effectiveness motivational seminars
- 360. Pet services
- 361. Petroleum, Real Estate, Internet
- 362. Pharmaceutical software
- 363. Pharmaceutical
- 364. Podiatry
- 365. Pool & Spas
- 366. Portable fiberglass reinforced plastic shelter and custom fiberglass components.
- 367. Postal Industry: Shipping of light weight packages industry, Transportation Logistics and Distribution Industry, Computer Software Industry, Fulfillment Services Industry, Direct Marketing Industry
- 368. Preventive Healthcare
- 369. Print and Marking
- 370. Private Franchising
- 371. Probability information (as oriented toward sports, in particular).
- 372. Procurement and Marketing consultant in the fruit import industry
- 373. Professional post-graduate education
- 374. Professional services (5)
- 375. Professional Speaking and Writing
- 376. Profit improvement consultancy
- 377. project management consulting
- 378. Projector industry
- 379. Promotion and Incentives
- 380. Promotional Products (3)
- 381. Promotional Products and Awards and Recognition
- 382. Property (2)
- 383. Property development and capital raising
- 384. Property Investment seminars. Information/Education only ... No scammy sales of swamp land or overpriced condos!
- 385. providing advertising to businesses
- 386. providing natural medicines to medical professionals
- 387. Providing sand handling equipment for the automotive foundry industry, such as GM, DAIMLERCHRYSLER and Ford.
- 388. Provision of independent, highly-valued investment data, analysis and opinions to the global financial markets.
- 389. Provision of taxation and financial advice to musicians, artists and share-traders.
- 390. Psychotherapy
- 391. Public relations, writing (brochures, pr, lead generating/fundraising letters, response ads, articles, one book so far in progress)

Question 6. What Industry are you in?

- 392. Public sector
- 393. Public Service
- 394. Publishing (5)
- 395. Publishing business and personal growth books, business seminars, marketing consulting and we have telemarketing operation (call center).
- 396. Raw materials – timber.
- 397. Real Estate (15)
- 398. Real Estate agent.
- 399. Real Estate and Internet Marketing Industries
- 400. Real estate in SoCal and in Denmark business consultant.
- 401. Real Estate Investing.
- 402. Real estate legal consulting
- 403. Real estate residential sales
- 404. Real estate services
- 405. Real Estate Training
- 406. Real estate training
- 407. Real estate, pre Paid Legal and Care entrée, a substitute for health insurance
- 408. Real estate; Feng Shui; IT
- 409. Records Storage
- 410. recreational - resort accommodations
- 411. Reg. Patent Agent
- 412. Rental of products used to fulfill clients needs in their event/party.
- 413. Resell computer hardware, application software, middleware, and professional services to delivery solutions to help my clients run their business more effectively to make more money and/or to make a pain go away
- 414. Residential home sale marketing
- 415. Residential lending
- 416. Residential Real Estate
- 417. Retail (4)
- 418. Retail and wholesale sports equipment
- 419. Retail gardening catalog sales
- 420. Retail jewelry cleaner
- 421. Retail pharmacy
- 422. Retail residential mortgage.
- 423. Retail store
- 424. Retail/health
- 425. RFID Wizards is a consulting company specializing in Radio Frequency Identification (RFID) technology-based services and products. The acronym 'RFID' describes the use of radio frequency signals to provide automatic identification of items. These products are used in applications such as: Electronic toll collection (ETC), Railway car identification and tracking, Intermodal container identification, Asset management through identification and tracking, Item management for retail, health care, and logistics applications, Access control, Animal identification, Fuel dispensing loyalty programs, Automobile

Question 6. What Industry are you in?

- immobilizing (security), Work-in-progress Management, Theft Prevention/Shrinkage Reduction, Baggage handling, sorting, and security, Supply Chain Management
- 426. Sales & marketing technology
 - 427. Sales (3)
 - 428. Sales and marketing
 - 429. Sales Coaching
 - 430. Sales of Healthy Living Products
 - 431. sales/charitable entrepreneurship
 - 432. Security
 - 433. Self Improvement through Martial Arts
 - 434. Self Improvement, Healing Arts, Psychology, Fitness, Physical Therapy & Martial Arts.
 - 435. Self Storage and Moving supplies
 - 436. Selling information B2B
 - 437. Semiconductors
 - 438. Service – training and educationPre school, primary and secondary Education
 - 439. service & supplies
 - 440. Service (10)
 - 441. Service and Retail Industry.
 - 442. Service Industry -SIC7349
 - 443. Service/Information
 - 444. service: paint contracting
 - 445. Services (consulting and speaking)
 - 446. Shade Industry
 - 447. Sheet metal fabrication.
 - 448. Ship Chartering
 - 449. shipbuilding
 - 450. SIC 5085 – INDUSTRIAL DISTRIBUTION
 - 451. Skin Care & Beauty
 - 452. small business coaching and development
 - 453. Small business computer service
 - 454. Small ticket consumable luxuries
 - 455. Software - Film/TV
 - 456. Software (7)
 - 457. Software applications, both server and end-user apps
 - 458. Software Development
 - 459. software, Employee testing, Employee development
 - 460. Speaker/author/consultant
 - 461. Speaking, training, coaching, facilitation
 - 462. Speaking.
 - 463. Sports & Healthcare.

Question 6. What Industry are you in?

- 464. Sports psychology
- 465. Steel distribution
- 466. Steel Industry
- 467. Strategy/branding
- 468. Structural Steel Fabrication
- 469. Supplier to the retail industry.
- 470. Technology
- 471. Technology – GPS
- 472. technology: text messaging
- 473. telecom
- 474. Telecomms
- 475. Telecommunication (2)
- 476. Telecommunications and ISP
- 477. telecommunications; Telephone answering
- 478. Telemarketing/marketing
- 479. Temporary management support
- 480. Tennis management industry
- 481. The Duplicate Payment Industry
- 482. The Exhibit Industry.
- 483. the pet food industry
- 484. The Wellness Industry
- 485. Title Insurance and Mortgage Lending
- 486. Tourism
- 487. Trade school education and Skin Care Service
- 488. Training & Education
- 489. Training (3)
- 490. Training and consulting
- 491. Training and development
- 492. Training and development market I have designed a generic selling/managing/strategizing program called "The Constant Approach" with a key mental technique "planes of purpose" that enables a user to organize and validate another persons internal perceptions and reason for action or inaction on any topic.
- 493. Training and Leadership Coaching
- 494. Training and motivation
- 495. Training, public speaking.
- 496. Training/education
- 497. Transportation
- 498. Travel (2)
- 499. Travel Industry
- 500. Trucking school
- 501. Vacation villa rentals / property management
- 502. Vending of snacks and cold beverages

Question 6. What Industry are you in?

- 503. Vendor for snacks, foods, storage containers for "Club stores"
- 504. Video and multimedia production.
- 505. Wall art sales
- 506. Water purification—primarily residential.
- 507. We are in the transport industry. We hire and sells second hand dry good (general purpose) and refrigerated shipping containers.
- 508. Web Hosting (2)
- 509. Web Site Development
- 510. Website design & hosting services.
- 511. website development
- 512. Weight-loss
- 513. Wellness
- 514. Wellness / fitness
- 515. Wellness products.
- 516. Wholesale (2)
- 517. wholesale distribution
- 518. Wholesale Nursery
- 519. Wholesale/Distribution of Food Items
- 520. Wholesale/Distributorship
- 521. Will be soon starting a home and office furnishing business-that is the vision of the company will be to provide a perfectly coordinated look from floor to windows for offices/homes/restaurants/clinics/hospitals/hotels/conference halls etc. This is probably going to be joint venture with some overseas participation.
- 522. Wind power generation through the use of turbines ie. Palm Springs CA.
- 523. wireless internet service provider
- 524. Wireless telecom
- 525. Workshops/education for youth
- 526. Writing and publishing self help legal information.

Question 6. What is Your Specific Product or Service?

What is your specific product or service?

1. 1) Production of ratings for European companies & infrastructure projects. 2) Surveillance of companies / projects and market trends. 3) Additional analytical products / services that have synergy with ratings – (eg what if ... analysis / scenario testing, Bank Loan Ratings)
2. 1) The Ten Minute Miracle -Natural face lifts video with the upsides of beauty and health in natural way. 2)Scalar Wave Technology, O point technology, for deepest relaxation, delta sleep, reenergizing, rejuvenation. Anti- aging.
3. 1. Games Set for Dyslexia 2. For Dyscalcula. Top Quality Advisory Service for Learning Disabilities
4. 11 books about trading, 2 paid newsletters (daily newsletter \$100/month, weekly newsletter \$99/year), Live seminars: 2 day group seminar about Daytrading (\$2,000) 2 day group seminar about Spread Trading (\$3,000) 3 day private tutoring (\$4,500, any addtl. Day \$1,500)
5. 4 private labeled supplements and a health/weight loss program titled 5 Steps To Optimal Health, check it out here <http://www.123loseweightnow.com>
6. A business-in-a-box for home based business start-ups a license for printing personalized children's books.
7. A comprehensive training program in Contemporary Medical Acupuncture
8. A line of over 100 products
9. A range of therapeutic creams and lotions targeting skin health
10. A service to assist companies make ebusiness work for them
11. A sleep system that makes you release stress and give you quality sleep
12. A systematic well designed package that will identify management systemic problem out of the declared "Symptoms, get all managers to consensus,"design through the special methodology multiple systemic solutions and prepare implementation
13. Academic upgrading for adults who have been seriously injured in industrial accidents. Although we work with the injured worker, our client is the worker's Case Manager who may be a Case Manager for a Case Management firm or a Case Manager for an insurance company
14. accommodations
15. Accountancy/taxation plus mortgage advise
16. Accounting and auditing
17. ACCOUNTING AND TAX
18. Accounting, CPA, RAN-ONE
19. Accounting, Consulting, and tax services
20. Activity units for elementary schools
21. Administrative legal issues
22. Adult healthcare products
23. Advertising on Websites
24. Advice on Internet marketing and eBooks through affiliate programs.
25. Agriculture/Vegetable Gardening Books, Materials, Tools, and Training
26. Air & Water Purification Systems, Nutritionals, Personal Care, & Alternative Energy

Question 6. What is Your Specific Product or Service?

27. All computer related aspects for small and mid-size businesses. We provide our clients a one-stop shop for all their needs. We ensure that our clients receive the highest possible returns on their computer related investment to improve the productivity of their business.
28. All types of mortgage loans A through E credit.
29. Alpacas
30. A service that takes emails and turns them into text messages for cell phones ie share price change alerts for traders
31. Anti-aging skin care products
32. Anything that can be personalized
33. Apartment Leasing
34. Apartments
35. Appraisals
36. aquarium services
37. Art Sales & Custom Designed Personal Framing
38. As an advisor, counsellor, consultant, trainer and problem solver to manufacturing, commercial and international sales and marketers.
39. As I have explained above, the creation of web-based databases which allow our clients to easily access their important data on a 24/7 basis anywhere they have an internet connection. This allows them to leave their inflexible and expensive-to-maintain hard-wired networked computers behind. We as well create the websites through which these database functionalities are accessed, by both our clients; their partners and employees; and their customers.
40. Asset Allocation
41. ATM equipment and processing.
42. attorney
43. Audit, tax and consulting
44. Audit, tax planning
45. Automation & Control Systems, Building Management Systems, Product & Services for the Commercial Building Industry, which are all assembled to comprise a Solution
46. Automotive
47. Automotive and Light Truck Preventive Maintenance and Repair using a specialization approach.
48. Awards Plaques
49. Balloons, Plush Toys, Ribbons, Bows, Toys, Party Goods, Adult Novelties.
50. Bamboo coffins
51. Banquet chairs, tables and accessories
52. Batteries and Flashlights
53. Beverages & Snacks
54. Birthday cakes
55. Biz Building Service" suite
56. Book and Consulting
57. Bookkeeping services
58. Books designed to ease people's personal lives

Question 6. What is Your Specific Product or Service?

59. Books, marketing newsletter, two seminars (business finance, marketing workshop), telemarketing (outbound and inbound call center)
60. books, newsletters, online subscriptions
61. Brokerage of Bad Debt portfolios
62. Brokerage.
63. Brokering of accounts receivable funding services
64. Bronze Sculpture
65. Brushes, Hair Ornaments, Cosmetic Accessories, Manicure and Pedicure Aids, Hair Accessories
66. Build and repair wooden ships
67. Buildings custom designed and built.
68. Business and managerial advice and support
69. Business announcements and notifications
70. Business coaching
71. Business consulting
72. Business consulting with business owners
73. Business consulting, coaching, mentoring and executive recruitment
74. Business Development
75. Business development/employee benefits
76. Business Improvement / marketing
77. Business law to owner / managed corporations
78. Business process management for project-based service businesses, including estimating, scheduling, job-costing, and accounting.
79. Business process reengineering through application of custom software technology.
80. Business Professional and Sales Development
81. Business Strategy
82. Buying and Selling homes
83. Buying houses for cash quickly as well as "subject to" deals, i.e helping people out of foreclosure. On the flip side we also sell lease to own and wholesale properties.
84. Buying houses for cash quickly as well as "subject to" deals, i.e helping people out of foreclosure. On the flip side we also sell lease to own and wholesale properties.
85. Car sales
86. Career coaching, resume writing
87. Caribbean Cuisine.
88. cash for small businesses
89. Cash vault services
90. certification
91. Chartered accounting, business advisory and personal financial services
92. chat
93. Chemical cleaning products

Question 6. What is Your Specific Product or Service?

94. childcare
95. Children's education programme
96. China consulting
97. Chiropractic (6)
98. Chiropractic, books, customized nutrition
99. Chocolate
100. Church and Sunday School materials (all)
101. Civil Engineering, Land Surveying & Drafting Services?
102. Classical music
103. Clean ring and sell Jewelry cleaner
104. Cleaning services for specialized markets- Hotels, Food Plants, Clean Rooms , Large campuses and general commercial cleaning. We also have a franchising company, to franchise cleaning opportunities.
105. Cleaning servicing
106. Clear wide mouth JARS 24 fd. Oz-4 gallons
107. Clinical/Community intervention for recovery from mental illness
108. Coaching (2)
109. Coaching and consulting service, management training, assessments and evaluation, vocational expert witness
110. Coaching and writing e-books
111. Coaching for owners and managers of small businesses
112. Coaching in marketing, sales and strategic planning.
113. Coaching, training
114. Communications services and information. Specific areas of expertise: strategic communications plans, message development, writing, editing, press releases, media story ideas, media strategy, media training.
115. Complete video, multimedia and audio production services for companies and organizations.
116. Completing financial statements, preparing tax returns, management consulting
117. Comprehensive financial analysis and retirement asset management
118. Computer Parts and Service to Customers.
119. Construction Claims Consultant; Marketing Consultant
120. Consultancy and customising software to best enhance the client and their end customers
121. Consultancy and training
122. consultant, engineering, and equipment
123. Consulting (3)
124. Consulting & custom development
125. Consulting & training Non-Financial managers in corporate finance issues
126. Consulting Engineering
127. Consulting for homes & offices
128. consulting in organization and management Interim management ISO implementation Different products representation helping to make customers to grow

Question 6. What is Your Specific Product or Service?

129. Consulting service to identify and help the client implement strategies to improve the sustainability of their business and their lifestyle – economically/financially, socially & environmentally. The strategies are usually synergistic – ie improvement in one area (eg environmental sustainability) will often help improve another area (eg financial sustainability).
130. Consulting services
131. Consulting services regarding studies and supporting clients at international conferences.
132. Consulting, speaking, training, coaching
133. Consulting.
134. Continuing professional development training programmes in emotional literacy development for adults whose roles involve supporting children.
135. Contract programming
136. Contracting/Consulting – Business Analyst/Technical Writer/Quality Consultant/Trainer.
137. Coordinated window/floor furnishings and rugs for every room in the home and office.
138. Copywriting
139. Copywriting and marketing services
140. Coupons, newspaper
141. Courses on Self Development
142. Creating custom software that uses an underlying database.
143. Creating profitable telemarketing joint venture
144. creative real estate (lease purchase)
145. Credit /debit card processing, ACH, e-commerce applications, Lockbox, electronic check recovery, electronic check conversion, electronic phone checks, check guarantee, check verification, online electronic checks, consolidated returns
146. Credit services consulting
147. Cruise Travel
148. Currently 1 product – a natural weight management product
149. Custom Exhibit Design and Fabrication, including: conception and design, fabrication and assorted related elements: graphic design, trade show services, coaching/consulting for show maximization, etc.
150. Data & Voice products & services
151. Data Driven Web Solutions
152. Data projectors
153. Database Management Services
154. Day long workshops for student councils and their teacher advisors
155. Debt Management Counseling
156. Debt recovery law
157. Debt recovery law
158. Decorating ebooks
159. decorative concrete interior flooring
160. Dedicated business internet

Question 6. What is Your Specific Product or Service?

161. Dental services for the entire family.
162. Dentistry (4)
163. Design, consulting, & engineering of shade structures, shade sails & tension membrane structures
164. Design, funding, administration and communication/education of employee benefits
165. Design, project engineering, project management, construction management, special construction.
166. Designs and prototype models
167. Develop websites for small business
168. Development, construction, Sales, rentals, and property management
169. Dial-up modem service
170. Diamonds and rings, online gateway.
171. Diamonds and rings, online gateway.
172. Dictation Equipment / Digital Systems
173. Digital file Transport
174. Digital file Transport
175. Direct mail products and coaching
176. Direct Response Marketing
177. discount real estate program
178. Distributor for 1500 Suppliers
179. Diversified Financial Services
180. Domestic ground water systems
181. drum service, vacuum services
182. Earrings, necklaces, brooches, bracelets
183. ebooks
184. Ebooks and client coaching
185. ebooks and seminars
186. Ecommerce website design & hosting, other web design & hosting.
187. Educating consumers on personal finance
188. education
189. Educational products and seminars to empower to business owner to manage her online business; implementation services for business owners who don't want to be involved
190. Educational programs for children on Native American lifeways
191. Electric bicycle
192. Electrical connectors
193. Electron Beam Tomography and Angiography
194. Electronic books, physical videos and training courses
195. Electronic Corporate Communications
196. Electronic Medical Records
197. Email newsletter publishing and marketing guides and courses and newsletters
198. Embroidery and gifts

Question 6. What is Your Specific Product or Service?

199. Engine machining
200. Engineering and small scale production
201. Engineering services
202. English Classes
203. English, French, and Spanish
204. English-to-Hungarian translation for clients with ongoing need for our services
205. Enrichment courses
206. Enterprise resource planning software
207. Environmentally friendly lawn and garden supplies like manual and electric mowers, composters, and other lawn and garden equipment.
208. Equipment "fitness for purpose" surveys of all equipment and systems on drilling rigs; consulting and training services concerning this hardware.
209. equipment utilized in events/parties i.e. chairs , tables, linens, china, flatware, glasses, cooking equip, tents, decorations, etc.
210. Estate planning/probate/business/consulting
211. Estate planning/probate/business/consulting
212. Event and Travel Agency / Venue finding / Touristic coaching
213. Excel Communications provides Local Phone Service , Internet, Paging through Network Marketing, Quantum Massage therapy Clinical Services for Torn Shoulders, Knee Problems Chronic Headaches, TMJ, Low Back Problems, Trauma and Health and Wellness assessments.
214. Exclusively branded specialty products
215. Executive coaching for owners / CEO's of small to medium sized businesses. Executive Round-Table, a peer group coaching program for the same.
216. Export Marketing (4)
217. Facility/Building Planning and Design
218. Factoring services, purchase of accounts receivables.
219. family practice care
220. fiction
221. Film/TV Production Software
222. FINANCIAL EXPERTISE
223. Financial newsletter/Money management
224. Financial Planning
225. Financial planning and asset management
226. financial planning, insurance, and investments
227. Financial Plans I currently have a CFP, ChFC and CSA designations and 14 different licenses including securities, insurance, mortgage and real estate.
228. Financial systems development
229. Financing
230. Finding business coaching seekers
231. Flexible intermediate bulk container (bulk bags) sales
232. Food Service (2)
233. For my department, wireless data

Question 6. What is Your Specific Product or Service?

- 234. Formalizing loans between private parties, focusing now on family and friends
- 235. free nation institution plans
- 236. Freight Forwarding, NVOCC, Customs broker
- 237. Fresh meat
- 238. Fulfilling the functions of a financial VP or corporate controller
- 239. Full range of accounting services & business development
- 240. Full service detection, recovery and prevention. Having read your stuff I'm looking at positioning myself as an expert helping companies implement a "duplicate payment strategy".
- 241. Funding accounts receivables and other asset based instruments.
- 242. Garden design offerings
- 243. general dental services with expanding emphasis into cosmetic make overs
- 244. gifts
- 245. Give Marketing Consulting Services to medium business and help them to improve sales, advertising and marketing activities
- 246. Gourd art, gourd information and teaching, conference call and interview recording and complete development, live and recorded sound and duplication, live and recorded voice and events and duplication, live performing, web simulcasting and archiving, web based community building tools, complete auto repair, north American affiliated moving and storage business, Italian family restaurant.
- 247. GPS tracking and motorcycle theft recovery.
- 248. Graphic design
- 249. Graphics on anything that will sit still long enough.
- 250. Great Chinese Food
- 251. Guild quality jewelry, appraisals, custom design, custom cut colored stones and EightStar Diamonds. (A competitor to DiaStar who is now Hearts on Fire, one of your shining client examples!)
- 252. Haircuts
- 253. Hard-to-find reports and manuals.
- 254. Hardware: computer casings (chassis), power supply units and CPU/chipset cooling fans and heat sinks. Software: accounting and ERP (enterprise resource planning – enterprise-wide all-in-one operational and financial) software
- 255. Health care
- 256. health care products; primarily dietary supplements
- 257. Health coaching with a variety of natural products as well as great education of lifestyle principles
- 258. Health supplements
- 259. Healthcare consulting
- 260. Heating & air conditioning service and installation.
- 261. Help companies to establish themselves in China, or we establish their China business for them.
- 262. Help people get Commercial Driver's License
- 263. Helping clients protect or create wealth
- 264. Helping clients to sell their residential real estate.

Question 6. What is Your Specific Product or Service?

- 265. Helping companies to get paid on time from their open accounts without making them angry.
- 266. HERBS
- 267. High-end Residential (\$1.5 mil + construction cost)
- 268. HISTOLOGY
- 269. Home electronic products
- 270. Home loans
- 271. Home loans , Refinancing mortgages; Commercial loans; Construction ;Leasing; reverse mortgages; budgeting program; mortgage reduction and seminar & motivation books (Rich Dad PooR Dad)
- 272. homes - residential, primarily horse property in the Inland Empire.
- 273. HOSES AND FITTINGS
- 274. Hosting, email campaigns, web design, Search engine optimiztion, developing local portals/ search engine
- 275. Hot Tob manufacturers
- 276. Household Appliances and Cabinetry combined with Remodeling Services.
- 277. Houses
- 278. Houses.
- 279. Housing - new homes and substantially renovated older homes (both sales and rentals)
- 280. How to products for small biz.
- 281. <http://www.AutoJini.com>It is a web-based dealership management software for small and medium size dealers. This market segment of dealers has largely been ignored by other vendors as these dealers often cannot afford them or do not have the understanding of the importance of Internet.
- 282. I aim to educate clients and help them on the road to financial independence so that in the future they may no longer need my services.
- 283. I consult to multi national fruit marketing companies on the procurement, program management, marketing and importation of fruit.
- 284. I create marketing systems for businesses. (I went through your protégé training and have been a student of yours since 1989. I originally met you at a marketing seminar boot camp you did through Howard Ruff in Utah. At the time, I owned a business that produced infomercials and sold informational products.)
- 285. I develop company specific solutions to business problems primarily in business planning
- 286. I help people buy and sell homes at the best possible price with the least problems
- 287. I offer marketing and sales services for cross border businesses (foreign companies who want to build, enhance, grow, protect their business in Europe specially in Germany)I offer office service, office space, strategy workshops, marketing workshops, project management in areas of my expertise or related areas
- 288. I sell ebooks, webseminar transcripts, interviews and ecourses
- 289. I teach Realtors how to list property through using postcards, without having to make cold calls. My target market is expired listings.
- 290. I want to get into internet marketing and do my Log Home thing.
- 291. IBM iSeries, VAI system 2000, CMS, RANDR Web-D, Business Intelligence,

Question 6. What is Your Specific Product or Service?

- Warehouse automation and the services to make it work and tech the client how to effectively use it, and keep him informed of changes to make all this stuff work better
- 292. ICs of USB connectors. Actually the full support: application notes, reference or evaluation kits, software drivers, host stacks.
 - 293. Imaging Equipment
 - 294. Import/export
 - 295. individual and marriage counseling
 - 296. Industrial and commercial property. Some residential
 - 297. Industrial marketing strategy
 - 298. Information
 - 299. Information and education
 - 300. information products
 - 301. Information, advice, websites and profits for the clients
 - 302. Information, Title Insurance products, escrow services and mortgage loans.
 - 303. Information/pre-package marketing products/programs for healthclubs.
 - 304. Install new and reface
 - 305. Installation and servicing of compact and medium size vending machines in business locations that are potentially too small to interest large bottlers and vending machine operators. although, this is changing and large vending companies will often install their much larger and expensive machines in very low volume locations, which means that i am facing more direct competition that i use to in the past.
 - 306. Installation of anemometer towers for private landowners, municipals, and corporation involved in wind development projects.
 - 307. Instructor-led training Web development Professional Services in areas in which we train Room Rental Customized curriculum development
 - 308. Insurance
 - 309. Insurance and Investment advice for the closely held business owner and his organization.
 - 310. Insurance, debt consolidation, mutual fund sales
 - 311. Insurance, investments
 - 312. Intellectual capital: the ability to provide insight and knowledge in technological areas.
 - 313. Interiors systems such as wall, floor and ceiling systems and commercial furniture, workstations and all interiors elements including carpet, window treatments, artwork, etc.
 - 314. investment advice
 - 315. Investment information reports
 - 316. Investment management of portfolios of \$1,000,000 or more
 - 317. Investment Property
 - 318. IT consulting and product sales
 - 319. IT consulting in the areas of technology due diligence (e.g., for acquisitions), system evaluation, and IT strategic planning.
 - 320. IT services and training

Question 6. What is Your Specific Product or Service?

- 321. Janitorial Services
- 322. janitorial supplies and equipment, paper products, trash can liners, facility supplies
- 323. jewelry
- 324. Judgment
- 325. kinesiology, nutrition
- 326. Language Courses, Website Design, Translations Services Models for Fashion and Hostesses Note: I'm selling all of that. They are provided by partners. And I have again a network of partners selling for me.
- 327. IBooks and other self-help legal publications
- 328. LD, isp dial up, prepaid LD
- 329. Lead generation website for real estate agents
- 330. Leadership development, grant/development development, meditation e-books, training materials, music cds, audio tapes and videos
- 331. Legal service criminal/dyui
- 332. Legal Services emphasizing Immigration, Personal Bankruptcy and Mortgage Law
- 333. Legal Services—Taxation, Estate Planning & Estate Administration
- 334. Liability insurance and other benefits.
- 335. Licensed apparel
- 336. Life and disability insurance
- 337. Life insurance and will writing
- 338. Life/Career Planning coaching & books.
- 339. Lifestyle consultant
- 340. lift beds for treatments
- 341. Light weight small instant portable hot shower.
- 342. Limited edition fine art prints, limited edition giclee` reproduction and original acrylic paintings
- 343. List of my clients competitors best employees sold to my clients so they recruit and hire them
- 344. Listening to communication needs and providing solutions through platooning and strategic alliances.
- 345. Listing agent(realtor)
- 346. Listing and selling real estate
- 347. Loaning money
- 348. Local and internet promotion/exposures for businesses who does not know the internet
- 349. Local cable tv and internet
- 350. Local Web portal and consulting services
- 351. Locating the best form of marine service
- 352. Long term care insurance & annuities.
- 353. LTC Insurance
- 354. Luggage, briefcases, billfolds, writing instruments, travel accessories
- 355. Magazines and online services

Question 6. What is Your Specific Product or Service?

- 356. Make more money and profit from what you already have..."
- 357. Managed accounts and the sale of Automated On Line Systems in the Foreign Currency market.
- 358. Management
- 359. Management Training
- 360. Manufacture and sell MailGuard mailbox
- 361. many
- 362. Many types
- 363. Market and profitability performance services
- 364. Market research reports.
- 365. Marketing (3)
- 366. Marketing and Advertising
- 367. Marketing coaching
- 368. Marketing Consulting (2)
- 369. Marketing for small businesses
- 370. Marketing programs and services
- 371. Marketing TV
- 372. Marketing/Identity Campaign Development and Implementation
- 373. Martial Arts equipment and supplies
- 374. Martial Arts Information in video, books, packages and seminars
- 375. Martial arts training
- 376. Mass production of hydrogen (for both fuel and as a chemical) and the ability to make safe and clean building products (concrete, blocks, paving stones etc.) out of contaminated and domestic waste.
- 377. Massage therapy incorporating Neuro Vascular Reconstruction that reduces and eliminates pain in many common and uncommon ailments deemed untreatable by common medical practice.
- 378. Massage Therapy, Nutritional products, Fitness and Rehabilitation.
- 379. Materials that dentist use
- 380. Medical Products, Pills, Implants, Devices
- 381. Medical Reimbursement consulting (primary), Compliance Planning Service (Secondary), Allied Health Products (primary), Medical Website Development (Secondary)
- 382. Memorials and other lettered stone. Vaults and burials.
- 383. merchant c/c processing
- 384. Merchant club that includes the restaurant merchants and consumers
- 385. Microsoft Business Solutions Navision
- 386. Microsoft CRM, GoldMine software and the services necessary for an organization to fully benefit from this technology
- 387. mid market, limited service, motel
- 388. Mill rite, Rentals, Information
- 389. Minerals for oil & gas exploration and for extenders and fillers in industrial applications.
- 390. Mixes for Cakes, Beverages, etc.

Question 6. What is Your Specific Product or Service?

- 391. Mobile DJ services
- 392. Mobile field management software
- 393. mobile food vans
- 394. Mobile phones with usage plans
- 395. money
- 396. Mortgage banking – loans
- 397. Mortgage broker
- 398. Mortgage is the product. All services are either a.) fulfilling dreams, or b.) solving problems.
- 399. Mortgage loans
- 400. Mortgage originator
- 401. Mortgages (2)
- 402. Motivational magazine
- 403. Motor vehicle, home contents and business asset security number etching
- 404. Multiple... Nutrition Products, Internet Tools, Marketing Tools.
- 405. Mutual funds, managed asset programs, annuities, life insurance, disability, critical illness and longterm care insurance.
- 406. My company, vrin.com.mx is like a Health Insurance Company, but we don't sell insurances as such, we sell a discount insurance or policy instead, with no restrictions and at a very low price in relation to normal insurances. We have one single price regardless of age and/or health condition.
- 407. My Office Discounted Commissions for Sellers Personal Buyer's Agent
- 408. My services are based on a concept I have developed to help the executive group of an organization get full control over the processes they use to develop software systems.
- 409. Nails, wires, bolts, nuts, poleline hardware market in the Phil.
- 410. Natural fertilizers and stock supplements, on farm consulting and soil testing
- 411. Natural health care
- 412. Natural health products
- 413. Natural medicine products & rehabilitation services
- 414. natural preventive health care products, skin care products, herbals, homeopathic products, exercise and body development products, weight loss products, residual income
- 415. Nevada and offshore corporations for asset protection.
- 416. Newspaper publisher
- 417. no cold call prospecting system
- 418. Nutritional counseling and sale of proprietary products.
- 419. Nutritional supplements, organic foods
- 420. Offering complete business entity and asset protection setup.
- 421. office/computer supplies and service
- 422. oil paintings by current well-known living artists--collectible art
- 423. Oils, Greases, Degreasers, Detail products, Metal working fluids, chemicals, solvents
- 424. one day business-training seminars focused on in-demand topics

Question 6. What is Your Specific Product or Service?

- 425. One seminar
- 426. Operational Business Analysis
- 427. Order-made kitchen, Japanese style kitchen and home ceramics
- 428. Organic Hair Color
- 429. Organizational development and sales training
- 430. Organizational Transformation and Business Development – measured as an increase in profitability of at least 10% per quarter for at least five years.
- 431. Original drawings, paintings, sculptures; limited edition bronze & hand-pulled prints
- 432. orthodontics
- 433. Our core service is conducting security assessments for companies with 100+ employees on site. We identify security vulnerabilities and how to fix them. We identify which “fixes” we can handle. For instance, creating corporate evacuation plans, conducting drills, creating site maps for emergency response teams, etc. Products include: Crisis Ready Click, a proprietary internet database with employee travel schedules and emergency info as well as company advisories for employees during an emergency. Password protected and activated during an emergency. Available now. Crisis Ready Planner, an 8-page monthly paid subscription newsletter, “Security How-To’s to Prevent Law Suits, Productivity Collapse and Negative Publicity.” To be launched. Special reports; Crisis Ready Expert interviews on tape with experts in different venues of corporate security; nonfiction book on how to assess your own corporate security and take measures to strengthen it. All of these are to be launched.
- 434. Our products are divided into two categories. The first is refrigerated containers, the second is dry goods containers.
- 435. Outsourced, full-service investor relations retainer packages.
- 436. Outsourcing of corporate travel operations for medium and large companies.
- 437. Outstanding, ergonomic, BQL designs
- 438. Overcharge recovery
- 439. owner/compiler of health care/mental health mailing lists
- 440. Packaging Product, Printed collateral
- 441. Paint ,wallpaper ,draperies interior design
- 442. paintball
- 443. painting (2)
- 444. Paper and web based total compensation statements
- 445. Parts and services to small and medium sized airlines and others with an emphasis on clients outside the US
- 446. Patent and intellectual property management and strategy, business marketing and finance
- 447. Payment Processing
- 448. Payment Solutions including: Electronic Check Recovery of NSF checks (ECR), Merchant Accounts for Visa, MC, Discover and American Express, Check Verification, Check Guarantee, Internet Payments, Website Creation, Hosting, and Shopping Carts
- 449. PC utility software
- 450. Performance improvement

Question 6. What is Your Specific Product or Service?

- 451. Permission to succeed/permission to love training programs
- 452. Personal Care Products
- 453. Personal Effectiveness Coaching
- 454. personal growth, transformational seminars, coaching
- 455. Peter Max Art
- 456. Physical Therapy and Personal Training services at client's homes.
- 457. planning
- 458. Plans, environmental compliance support
- 459. Plant and Process Design and problem solving
- 460. Pocket PC magazine. Also used handhelds (see www.thaddeus.com)
- 461. Podiatry
- 462. Portrait/Wedding photography
- 463. PowerBuilder Consultancy // Property for sale and rent
- 464. Preparing and prosecuting patent applications.
- 465. Prescription fills and refills and convenience items
- 466. Preservation Custom Picture Framing
- 467. Primary product – marketing and operations software solution
- 468. Printed marketing communication materials, newsletters, local magazines, direct mail materials, Program Books (Opera, etc.) business to business catalogs and directories, books and journals published by specific industries and non-profit organizations,
- 469. Private clinic specializing in alternative and complimentary medicine. Specifically, non-surgical heart disease (chelation), chronic pain, allergies, and weight loss.
- 470. Private Label Services
- 471. Private motorcoach transportation
- 472. Process improvement consulting, Technology consulting, and Product and Marketing consulting.
- 473. Processing primarily salmon/cold storage facility/ transport fish to various destinations
- 474. Product is me, working within other companies as a specialist – hrm, safety, quality, coach, nvq assessor, trainer etc.
- 475. Production and marketing of organically grown produce, grains and other food products
- 476. Productivity improvement
- 477. Professional fitness training, (one on one) serviced by certified independent contractors in my facility.
- 478. Profit improvement
- 479. Profit improvement programmes
- 480. Project Management expertise and PM software
- 481. Projectors, Pro AV installations, interactive white boards, classroom collaboration software, videoconferencing.
- 482. Proof of Performance Career System consisting of Book and Portfolio
- 483. Proprietary business and marketing development / improvement education materials and tools

Question 6. What is Your Specific Product or Service?

- 484. Providing attorneys with non recourse funding for their cases in litigation
- 485. Providing Comedy Hypnotic entertainment & Hypnosis Services to clients
- 486. Providing independent financial advice selling a range of products, protection, investments pensions mortgages etc,
- 487. Providing technical resources to build software solutions for business needs
- 488. Provide medicare as a physician
- 489. Public Service to a Town/Region
- 490. Published guides
- 491. Putting Marketing-Strategies into action
- 492. Psychotherapy
- 493. Rapid implementation of networks for small business from 5 – 50 computers. Re-sale of computer hardware and software.
- 494. Real estate broker
- 495. Real estate investing; Feng Shui consulting; IT consulting
- 496. Real estate sales
- 497. Real Estate Sales Coaching
- 498. Real Estate Sales Coaching and Training
- 499. Rebirthing Multiversity International is a Personal Development Center, offering consultations, trainings, workshops, intensive and professional courses, Metaphysical lectures, meditations and ministry services. Meditation, visualization techniques, affirmations, incantations, mind & body healing treatments, natural herbal and holistic approaches, tarot readings and other metaphysical methods are applied to create new insights, alternatives and possible solutions to the problems you may be facing in your everyday life.
- 500. Recruitment
- 501. Referral and strategic services
- 502. Referral Magic – word of mouth course
- 503. Refinances, home loans, home purchases debt consolidation
- 504. Reinforcing steel
- 505. repair
- 506. Repair your office chairs, file cabinets, desks, etc. Offering re- upholstery, refinish and touch up services too. We also bought a company two years ago that now gives us some lines of furniture to sell directly.
- 507. Repairing Damaged vehicles
- 508. Representing Speakers, Coaching speakers, Writing books and articles for trade magazines
- 509. Research services
- 510. Residential Appraisal Services
- 511. Residential brokerage
- 512. Residential loans
- 513. Residential Mortgages (2)
- 514. Residential single family homes.
- 515. Results Based Sales Force Development
- 516. Resumes

Question 6. What is Your Specific Product or Service?

- 517. Retail version of Truck Maintenance Software called TATEMS, plus Custom Software Development and Web Application development.
- 518. Retirement products
- 519. Revenue improvement program
- 520. RFID Wizards Inc. provides professional consulting services and products in the following areas: Calculate Return on Investment: Evaluate RFID technology to determine if it will produce an ROI in 12-18 months, Business Process Modeling: How exactly will RFID technology impact your business?, Independently evaluate RFID technology based on our customer's requirements, Installation and configuration of RFID equipment, Integration of RFID equipment with back-end systems (detailed list below), Training: Using RFID Technology in Your Business
- 521. Right now, a web site; in the future, books and other media (CDs, etc.)
- 522. Roast coffee
- 523. Rubber Stamp Making Systems, Hot Foil Printing systems, CNC Engraving & Embossing counterforce systems and other arried products.
- 524. Sales and marketing training courses, ongoing fee and contingency clients.
- 525. Sales automation software
- 526. Sales motivation and Sales persuasion
- 527. Sales of manufactured plumbing goods to the wholesale plumbing market
- 528. Sales Training
- 529. Sales Training & Assessments
- 530. Sales training programme, facilitated in-house for organisations, or as part of a Combined/Public Programme. Public speaking engagements based on the Sales focus.
- 531. Sand heaters, sand mixers, pneumatic conveying systems for sand distribution.
- 532. Schwag (2)
- 533. Scripture based bookmarks
- 534. Search engine
- 535. Seasilver
- 536. SEASONAL DECORATIONS
- 537. Security Guard Services
- 538. Seismic/Earthquake strengthening of commercial, Industrial and retail buildings with our own crews. We also perform general contracting work for tenant improvements and Rehabilitation of commercial/retail buildings.
- 539. Self improvement through courses
- 540. Self- motivational software program called "Play to win" Empowers anyone, or any business to make well-informed decisions
- 541. Sell formulas for use in two different stock market charting software and also sell 2 different ebook manuals. They are Do it Yourself Privacy Policy Manual for use on the Internet and Do it Yourself Disclaimer and Terms of Use Agreement Manual for use on the Internet
- 542. Sell/service computers, networks
- 543. Selling Homes and Selling Training Product
- 544. Selling knowledge/ expertise
- 545. Selling Software business solutions, and satellite communications provider

Question 6. What is Your Specific Product or Service?

- 546. Selling the benefit of a one-stop center for your total wellness needs
- 547. Selling the simplification of highly technical text so they become selling, and showing the end value to the buyer.
- 548. Seminars (Personality, teamwork, goals, project management, power of Questions, creative process, etc.) and Organizational Redesign, Executive Coaching
- 549. Seminars on Character Based Leadership, Materials and Resources for Character Training
- 550. Seminars, consulting, compliance work
- 551. Seminars, parties, personal & family affairs counseling, investigation
- 552. Serve as part-time CFO for a number of companies.
- 553. Service – Assisting clients to make more money,
- 554. Service – looking after computer network, web and database development
- 555. Service of managing businesses databases for optimal results.
- 556. Service, Sales & Supplies for Printers & Fax machines (toner cartridges) www.tonerman.com
- 557. Set-up of shows for exhibition.
- 558. Several Products including The Brain Audit
- 559. Several. See www.apoyo.com
- 560. Sheet metal fabrication of Point of Purchase.
- 561. Short term villa rentals / management
- 562. showing apartments
- 563. Skin Care Cosmetics (Soap, Cleanser, Cream etc.)
- 564. Small business seminars
- 565. Small line of software: PC MacLan, Aka, Desktop DNA
- 566. SoCal real estate, Denmark: developing management courses, writer and personal development.
- 567. Software and scripts
- 568. Software Development
- 569. Software for small schools
- 570. Software product to assess aptitude and personality of employees. This is completely automated over the internet.
- 571. Software services
- 572. Software
- 573. Speaking with humor
- 574. Specialized consulting for risk management and software to support risk analysis and management
- 575. Specialized RE Loans, Land Trust processing; No-Bank Qualify program to buy real estate; Real Estate Investment Information and Implementation.
- 576. Spectacle: find what you mean (in 3-5 clicks) and show what you know or have; solve the zero or one million hits problem; turning dumb searching into smart finding
- 577. Statistical Software
- 578. Steel Buildings

Question 6. What is Your Specific Product or Service?

- 579. Stock market investment seminars, home study courses
- 580. Storage and management of records
- 581. Storage, Moving Supplies and Truck Rentals
- 582. Strategic and implementation support to double or more the net profit of small businesses ie \$2 to \$20M turnover.
- 583. Strategic business advisory and implementation services.
- 584. Strategic Exchange – Supply chain software packageCORrelation – CRM SoftwareTWL – Warehouse Logistics SoftwareBizlinx – Business Connectivity Software
- 585. Strategic Thinking, Management and Accountability Systems, System Optimization, Sales and Marketing to entrepreneurial companies.
- 586. Study Skills Seminars; Tutoring; Youth Life Coaching
- 587. Subscription based web site – first about marketing in Poland
- 588. Success coaching
- 589. Sugar, they are R.E (Refined Premium), R.S. (Refined Standard)
- 590. Supplements Web hosting infrastructure/e-commerce Health related products and services Information delivery for health and personal development e.g., e-books, books, etc.
- 591. support services for small biz owners – administration, marketing, writing & editing
- 592. Systems Implementation/Upgrades
- 593. T'ai Chi Chih classes & videos
- 594. Tactic and strategy execution - personal verbal skill development - to be applied covertly to achieve a business objective. Or manage the wife and kids!
- 595. Tailored Marketing Solutions
- 596. Take out restaurant
- 597. Tax lien training
- 598. Teaching accountable managers to overcome their problems whose symptoms may include: inadequate returns, low productivity, poor morale, lack of direction, operational inefficiencies, inability to link vision to strategy and results.
- 599. Team based problem solving
- 600. Technical Selling & Marketing
- 601. The Dealon Bracelet <http://www.dealonbracelets.com>
- 602. The Stick is our product - allows for either self massage or massage to another person - without electricity. We don't have a comparable product yet on the market that competes with us.
- 603. The worlds first biotechnology for human immune response
- 604. Three kind of trainings-standart-semi standard-developed according of requirements of client
- 605. Timber from environmentally sustainable sources.
- 606. To consult small and medium sized business owners
- 607. To help business owners sell more
- 608. To help families become financially Independent and debt free.
- 609. Tools and techniques for enterprise-wide performance enhancement
- 610. Total wellness, nutritionals, water treatment, sleep systems, exercise products,

Question 6. What is Your Specific Product or Service?

- weight loss products, magnetic & FIR products for more energy & relief from hurting
- 611. Trading investment properties and sourcing investor funding for property developments
 - 612. Traffic court defence
 - 613. Training
 - 614. Training courses for health professionals and medical consultations for individuals
 - 615. training & consultancy
 - 616. Training and assessments
 - 617. Training and coaching
 - 618. Training and Coaching
 - 619. Training athletes in mental skills.
 - 620. Training for License – skin care
 - 621. Training programs and presentations for sales, leadership, personal and professional development, coaching. I also help companies design and set up training programs.
 - 622. travel packages
 - 623. Travel, Web hosting & development, Health & Nutrition, Credit, technology
 - 624. Treatment of low back problems.
 - 625. Tuition / Coaching / Study Skills/ Personal Life Coaching
 - 626. Unique apparel
 - 627. Vegetarian cookbooks, classes and reports.
 - 628. Very specific in Herbalife Nutrition Products Very specific in Amway Nutrition products Sell information products online (Digital download) and offline on CD
 - 629. VideoKit = video + Worksheets to use for researching World War 1 Draft Registration Cards
 - 630. Vitamins, Minerals & other specialised supplements, A practitioner referred Patient Order System, Diagnostic, Patient and Practice Management and Marketing software
 - 631. Vitamins/Herbs/Supplements
 - 632. Voice and data network services
 - 633. Voice and data Telecommunications, Energy conservation with two products TVSS systems and PROA additives, Internet directory listings for abortion clinics
 - 634. Voice Mail and Telephone Answering and Inbound/Outbound Call Center
 - 635. Water and Air Purifiers
 - 636. Water filter sport bottles
 - 637. we are an adult day care center, older adults come for part of the day
 - 638. We build applications for handheld computers. 1 We have built a facilities management software for hospitals, hotels, large corporates etc.2. A fantastic sales force automation software where the sales force is empowered with a handheld devie with all the information that they will possibly need.
 - 639. We buy and broker Real Estate Notes and other Cashflows
 - 640. We give parents the peace of mind in knowing they'll be able to "survive" the whole college planning and college funding process.

Question 6. What is Your Specific Product or Service?

- 641. We have a number of very high end nutritional products that are marketed through a typical Network Marketing design. The company has very solid medical doctors support and a number of National Conference calls weekly led by the doctors. Unlike many Network Marketing Companies, we have an 80/20 split of 80% customers using our products and 20% users and associates marketing the products.
- 642. We have developed a suite of software products used by small local government to handle all: Financial business in their organization (ie Accounting functions General Ledger, Accounts Payable, Accounts Receivable); Taxation and Assessment (property taxation) Utility Billing (water, sewer and Local improvement) Cemetery administration
- 643. We help our clients by providing environmental and safety management solutions.
- 644. We machine raw material into finished goods to customer specifications
- 645. We make wet floors safe by treating or coating the floor service. We can chemically treat slippery floors to make them safe (normally a one-time treatment). Or we can sell paints/coatings/mats/shoes for our clients to use in daily operations.
- 646. We produce fresh pressed whole apple juice, hard (alcohol) cider, red and white wine vinegar.
- 647. We provide a Points Reward/Incentive Customer Capturing(tm) Program.
- 648. We provide courses and other products and services (pillars!) for those involved in Residential lettings
- 649. We provide golf instruction, individually and in group scenarios.
- 650. We provide professional tennis coaches and operational expertise to high-end hotels and resorts around the world – 30 countries.
- 651. We save lives through the power of the chiropractic adjustment
- 652. We sell advertising to Colorado owned businesses, put in a 12-16 page newspaper format and direct mail it to 150000 readers in South Metro Denver
- 653. We sell softeners, filters, for both well water & municipal water, and service the same.
- 654. we show families how to get out of debt within 7 years or less (including paying off their mortgages). We primarily look at insurance products and mortgage financing options as ways to free up money, and we then direct the clients how to best use that freed-up money.
- 655. We specialize in three areas: Personnel and Industrial Utility Vehicles, Specialty Doors: High Speed Fabric, Sliding, double acting impact doors, Modular In Plant Offices and Mezzanines, parts & Service for all our products
- 656. Web Content Management System
- 657. Web design, online marketing, lead gen, directory sales, affiliate marketing
- 658. Web-based application development
- 659. Website giving church members a voice in the local church
- 660. Weekly seminars for small groups.
- 661. Weight loss and healthy eating counseling, food product development and consulting, publishing (books)
- 662. Weight loss, gain and sports performance nutritional products
- 663. Weight-loss and nutritional supplements. I recently started the process of talking with wholesale vendors
- 664. Wellhead shelters for oilfield use, cellular relay stations (cell phone infrastructure),

Question 6. What is Your Specific Product or Service?

- custom manufactured fiberglass products, custom office fixtures and lighting, and fiberglass signs.
- 665. Wellness products
 - 666. Wellness products, nutritional supplements safe organic household and personal care products. 2nd income specialist.
 - 667. Whatever (legal) service a business require, we shall either provide ourselves or source and supervise.
 - 668. Whatever (legal) service a business require, we shall either provide ourselves or source and supervise.
 - 669. Woody ornamental plants shrubs and trees for the Garden Center landscaping market.
 - 670. wordsmithing and public relations

Question 6. How Many Full-Time Employees Do You Have?

How many full-time employees do you have?

0 (116)
1 (202)
2 (89)
3 (50)
4 (25)
5 (28)
6 (15)
7 (22)
8 (12)
9 (5)
10 (16)
11 (3)
12 (6)
13 (3)
14 (4)
15 (2)
16
17
18 (2)
19
20 (12)
22 (3)
23 (3)
24
25 (3)
26
27
28 (2)
29
30 (7)
31
32 (2)
35 (5)
40 (6)
42
45 (2)
48
50 (4)
51
55 (2)
61
70
75
80
85
90 (3)

Question 6. How Many Full-Time Employees Do You Have?

100 (4)
110
120 (2)
150 (2)
200 (2)
223
230
250 (3)
300
580
1025
1100
2000
11,000
27,000

Question 6. What is the Size of the Company in Revenue?

What is the size of the company in revenue?

1. \$15,000/mo.
2. \$2,000-20,000 per month...averaging about \$4-5,000/month
3. \$A10M
4. Billions
5. Blah.
6. Decline
7. Development stage
8. Different for each situation
9. Negative
10. \$25,000, Donations \$50,000-100,000
11. (Nikken > 2 billion usd), mine is 20-25000 usd
12. Start up (60)
13. Small (10)
14. Confidential Information (2)
15. Minus (2)
16. £1-1.5 mln a year
17. R70 000 pa
18. \$1/2M AUD pa – & should be at least double by now.
19. £8m (4)
20. CDN\$4.323B
21. € 3,5 millions
22. \$12.500,000
23. £20m
24. € 50.000
25. TURNOVER USD 75 MIO, NETT PROFIT USD 4 MIO
26. £80K
27. \$100 (2)
28. £100k (2)
29. \$100k a month
30. 100M GBP
31. Indian Rs 100 Million
32. \$50~90K
33. € 50 – 100k p.a.
34. 150 000r/m
35. \$200
36. \$300
37. \$400 (2)
38. \$1,000 (2)
39. \$1,200
40. \$2,500

Question 6. What is the Size of the Company in Revenue?

41. \$3,000
42. \$3,000 per month
43. \$5,000 (2)
44. We are a start-up company so far only \$6,000 in gross sales in the last two months
45. I am currently earning 6000 a month after 14 months of building this organization
The company which I represent does about 250,000 a day in sales
46. \$7,200 annually
47. \$9,000
48. \$10,000 (3)
49. \$10,000 pounds per annum
50. RMB85000(Approx. \$10000) per month
51. \$12,000
52. \$12,000 per month
53. \$5000 to \$10,000 per year (2)
54. \$15,000
55. \$20,000 (10)
56. \$20,000 CANADIAN/year
57. \$25,000
58. \$28,000
59. \$30,000 (4)
60. \$30,000 a month
61. £30,000.00
62. AU\$30,000
63. £35,000 per year
64. \$40,000 (11)
65. \$42,000 cdn
66. \$45,000
67. \$50,000 (22)
68. \$50,000 EUR (2)
69. \$50,000 (aus)
70. A\$50,000 per month on average
71. \$60,000 (14)
72. \$68,000
73. £70,000
74. \$70,000 AUD
75. \$70,000 in 2002
76. \$75,000 (7)
77. £ 75000
78. \$80,000 (7)
79. £80000 pa
80. \$85,000 (2)

Question 6. What is the Size of the Company in Revenue?

- 81. \$90,000
- 82. \$93,000
- 83. \$93,500
- 84. \$100,000 (42)
- 85. \$100,000 Aus per annum
- 86. \$104,000
- 87. \$108,000 annual
- 88. \$110,000.00 (3)
- 89. \$120,000 (6)
- 90. \$130,000 (2)
- 91. \$145,000
- 92. \$150,000 (14)
- 93. £150,000 (2)
- 94. \$150,000 euro's
- 95. \$50,000 – 100,000
- 96. £150,000 pa
- 97. \$153,000
- 98. \$160,000 Euro p.a.
- 99. \$170,000
- 100. \$175,000
- 101. \$18,000,000/mo current. Expect to be \$100K/mo by year end.
- 102. \$180,000
- 103. \$185,000
- 104. \$196,000
- 105. \$200,000 (29)
- 106. £200,000 (3)
- 107. \$200,000 Australian
- 108. \$200,000 p.a.
- 109. \$220,000 (2)
- 110. \$220,000
- 111. \$225,000
- 112. \$240,000
- 113. \$250,000 (8)
- 114. \$50,000 – 200,000 per annum
- 115. A\$250,000±
- 116. \$270,000 (2)
- 117. \$275,000
- 118. \$280,000
- 119. \$289,000
- 120. \$300,000 (14)
- 121. \$300,000 pa (2)

Question 6. What is the Size of the Company in Revenue?

- 122. \$325,000
- 123. \$345,000
- 124. \$350,000 (7)
- 125. £350,000
- 126. A\$350,000
- 127. \$360,000
- 128. \$365,000
- 129. \$400,000 (12)
- 130. \$400,000 CDN
- 131. \$400,000 P/A
- 132. \$435,000 per year
- 133. \$437,000
- 134. \$450,000 (2)
- 135. £460,000
- 136. \$500,000 (29)
- 137. £500,000
- 138. \$550,000.00 (2)
- 139. Revenues have ranged from \$100,000 to \$450,000 gross sales. The Average has been the lower. The larger was a boom year when Weyerhaeuser remodeled the corporate headquarters and built a couple new buildings. With that came many chair sales.
- 140. \$600,000 (3)
- 141. \$650,000 (2)
- 142. \$700,000 (2)
- 143. \$750,000 (4)
- 144. \$800,000 (4)
- 145. About 800,000 - which is only my division, which is one of 3 divisions of the company
- 146. AU\$800,000
- 147. \$850,000 (2)
- 148. \$250,000 to \$600,000
- 149. Projections for first year: \$250,000, Second year: \$600,000, Third year: \$1,100,000
- 150. \$900,000 (4)
- 151. NZ\$900,000
- 152. \$950,000
- 153. \$1,000,000 (25)
- 154. \$1,000,000 Australian
- 155. £1,000,000
- 156. \$1,100,000 (3)
- 157. \$1,200,000 (6)
- 158. \$1,300,000
- 159. \$1,400,000 (2)

Question 6. What is the Size of the Company in Revenue?

- 160. \$1,400,000 Euros
- 161. \$1,500,000 (10)
- 162. \$1,600,000
- 163. \$1,800,000
- 164. \$2,000,000 (18)
- 165. \$2,000,000pa
- 166. \$2,300,000
- 167. \$2,500,000 (7)
- 168. \$2,700,000
- 169. \$2,900,000
- 170. \$3,000,000 (6)
- 171. AU\$3,000,000
- 172. \$3,000,000
- 173. \$3,100,000
- 174. \$3,500,000
- 175. \$4,000,000 (7)
- 176. \$4,500,000 (2)
- 177. \$5,000,000 (8)
- 178. \$6,000,000 (4)
- 179. \$6,800,000
- 180. \$7,000,000 (3)
- 181. \$7,300,000
- 182. \$9,000,000 (2)
- 183. \$10,000,000 (4)
- 184. \$10,000,000 Australian
- 185. \$12,000,000
- 186. \$14,000,000.
- 187. \$15,000,000 (2)
- 188. \$18,000,000
- 189. \$20,000,000 (2)
- 190. \$30,000,000
- 191. \$36,000,000
- 192. \$36,000,000 Austrian
- 193. \$50,000,000
- 194. \$65,000,000
- 195. \$69,000,000
- 196. \$100,000,000 (3)
- 197. \$110,000,000
- 198. \$150,000,000
- 199. \$400,000,000
- 200. \$500,000,000

Question 6. What is the Size of the Company in Revenue?

- 201. \$3,000,000,000
- 202. \$8,000,000,000
- 203. \$29,000,000,000

Question 6. How Much Money do you Spend on Annually Marketing including all Media, Marketing Programming, Management & Salespeople's Salaries & Commissions?

How much money do you spend on annually marketing including all media, marketing programming, management & salespeople's salaries & commissions?

1. \$0 (15)
2. \$25.00
3. \$35 approx.
4. \$50
5. \$100 (3)
6. \$200 (2)
7. \$400
8. \$450
9. \$480
10. \$500 (8)
11. \$500 CDN
12. \$800
13. \$1,000 (26)
14. \$1,200 (3)
15. \$1,400
16. \$1,500 (4)
17. \$2,000 (25)
18. \$2,000 to date with an additional \$6000 programmed within the next two months.
19. \$2,500 (5)
20. \$2,500 last year
21. \$3,000 (8)
22. \$3,500
23. \$3,600
24. \$4,000 (2)
25. \$5,000 (31)
26. \$6,000 (10)
27. \$7,000 (3)
28. \$7,500
29. \$8,000 (2)
30. \$10,000 (37)
31. \$10,000-20,000
32. \$12,000 (5)
33. \$15,000 (9)
34. \$18,000
35. \$18,000 on Yellow pages which generates around 50% of our new enquiry and \$5000 on occasional ads.
36. \$20,000 (16)

Question 6. How Much Money do you Spend on Annually Marketing including all Media, Marketing Programming, Management & Salespeople's Salaries & Commissions?

- 37. \$22,000 (2)
- 38. \$23,000
- 39. \$24,000
- 40. \$25,000 (9)
- 41. \$25,000-50,000.
- 42. \$26,000
- 43. \$27,000
- 44. \$30,000 (9)
- 45. \$34,000
- 46. \$35,000
- 47. \$35,000 – 40,000
- 48. \$40,000 (4)
- 49. \$45,000 (2)
- 50. \$48,000
- 51. \$50,000 (22)
- 52. \$55,000
- 53. \$55,000; however, after second sales person is hired in May, annual rate will increase to \$130,000
- 54. \$56,000
- 55. \$60,000 (2)
- 56. \$65,000
- 57. \$70,000
- 58. \$74,000
- 59. \$75,000
- 60. \$80,000 (2)
- 61. \$90,000 to \$110,000
- 62. \$92,000
- 63. \$100,000 (17)
- 64. \$120,000 (3)
- 65. \$123,000
- 66. \$125,000
- 67. \$130,000
- 68. \$140,000 (2)
- 69. \$150,000 (19)
- 70. \$150,000– 95% is on a commission basis
- 71. \$160,237
- 72. \$175,000 in the last 15 months.
- 73. \$200,000 (12)
- 74. \$210,000
- 75. \$230,000

Question 6. How Much Money do you Spend on Annually Marketing including all Media, Marketing Programming, Management & Salespeople's Salaries & Commissions?

- 76. \$250,000 (8)
- 77. \$250,000 in pre-deployment. Company just launched in Jan. 2003
- 78. \$270,000
- 79. \$275,000
- 80. \$290,000
- 81. \$300,000 (8)
- 82. \$350,000 (6)
- 83. \$400,000 (2)
- 84. \$422,000
- 85. \$500,000 (4)
- 86. \$500,007
- 87. \$600,000 (4)
- 88. \$700,000 (2)
- 89. \$750,000
- 90. \$800,000 (2)
- 91. \$816,000
- 92. \$850,000 (2)
- 93. \$960,000
- 94. \$1,000,000 (4)
- 95. \$1,150,000
- 96. \$1,200,000
- 97. \$1,600,000
- 98. \$1,800,000
- 99. \$2,000,000
- 100. \$3,000,000 (3)
- 101. \$8,000,000
- 102. \$9,000,000
- 103. \$A80,000
- 104. ? (5)
- 105. £000's (too much)
- 106. £1,000
- 107. £2,000 (2)
- 108. £4,000
- 109. £5,000
- 110. £6,000 in 2002 (unusually low) £16,000 in 2001
- 111. £8,000
- 112. £15,000
- 113. £20,000
- 114. £30,000
- 115. £40,000

Question 6. How Much Money do you Spend on Annually Marketing including all Media, Marketing Programming, Management & Salespeople's Salaries & Commissions?

- 116. £100,000
- 117. £200,000
- 118. £250,000 (4)
- 119. -£350,000-£400,000
- 120. £364,000
- 121. £2,000,000
- 122. € 1,000-5000
- 123. € 5.000.—(Euro)
- 124. 0
- 125. 1 MIO
- 126. 10% (3)
- 127. 10% commission
- 128. 10% OF REVENUE
- 129. 10% of sales
- 130. 10k running different tests but soon to rise dramatically. when I settle on what I think is the most efficient initial master strategy to meet my long term goals and aspirations without tipping my hand to "me too" companies.
- 131. 1st 2 years over 25k, third year unknown as redoing tactics using some of Jay's excellent ideas
- 132. 2%
- 133. 2% of turnover approx
- 134. 20%
- 135. 2003 approx. 35000 Euro
- 136. 24% of revenue
- 137. 25% of sales revenue
- 138. 3 ½%
- 139. 3 1/2% commissions
- 140. 3.000 dollar
- 141. 35 pounds for the cost of business cards
- 142. 35-40% of gross revenue for the first year paid out in affiliate commissions, minimal costs for direct mail marketing
- 143. 38%
- 144. 4 to 5 thousand dollars. Actually my instructions from my partners is that I can do all the marketing I want to as long as I don't spend any money. I fudge that a little bit.
- 145. 5%
- 146. 5%
- 147. 5-10% of the sales value goes to the person who introduce the prospect
- 148. 6% of turnover
- 149. 60 000r/m
- 150. 6368

Question 6. How Much Money do you Spend on Annually Marketing including all Media, Marketing Programming, Management & Salespeople's Salaries & Commissions?

151. 65% of revenue – will lower substantially with every new fully loaded trainer/contractor.
152. A\$1,000 – A\$2,500 for advertising, while commissions are directly tied with sales at 35% of sales. Management bonus is another 15% of total store sales.
153. A\$6,000.00
154. About \$5000 - \$15,000. It's hard to measure because our 'salespeople' are also our customer service and order packing, purchasing, etc. Strictly speaking all marketing expenditures not including salaries are about \$5,000 per annum
155. About 100K in commissions to independent lease brokers
156. About 10-15% of my gross profits.
157. About 300,00
158. Ads- direct mail -yellow pages \$55,000guess on mgt salary \$12,000
159. All development funds are earmarked for the website. From there lots of good things can come forwards.
160. All volunteer....me!
161. Almost none.
162. Almost nothing.
163. Anticipating 3%
164. Approx \$500 per month
165. Approx. € 10.000,--
166. Aprox. 5-6% of sales
167. Around 6%
168. Before I did spend zero on marketing, but since last year I started do my own marketing and now about 10%.
169. Budget is 15%
170. c. £5,000
171. ca. \$500
172. Company is in formative stages.
173. confidential
174. Consulting company marketing costs for procurement and program management \$30000.
175. Consumer marketing = \$2MM last year, \$3MM this year.Franchise sales marketing, commissions, etc. = \$1MM
176. decline
177. Depending on the stage of the business and the test results coming in.
178. Depends on income that year
179. Different for each situation.
180. Don't have data off hand
181. Don't know (3)
182. Don't really know. Estimate \$200,000/year
183. Don't yet know. It will probably be between 10 and 15% of revenue
184. er none I use commission agents

Question 6. How Much Money do you Spend on Annually Marketing including all Media, Marketing Programming, Management & Salespeople's Salaries & Commissions?

185. estimate USD250/year
186. Everything I'm bringing in
187. First year in
188. First year of this exact business model. (about 50k projected)
189. For 2002 I spent \$5900.
190. Hard to say since almost every job has a strong marketing element. Maybe \$500,000.
191. Hardly any, principles do the selling, referrals are main source of new business. Probably 10-15k.
192. Haven't spent any yet. Undefined as planning stage of co.
193. Haven't spend very much on marketing.
194. I do whatever I can myself since all operating capital ran out from charge cards.
195. I don't pay for advertising. My website costs are about \$500/yr, my stationery costs are about \$750/yr I started this jewellery business 18 months ago and it has to pay for itself. It is doubling every 8 months at the moment.
196. I have not spent anything on actual marketing yet. If this includes education it is about \$4000.00 so far. This is the price of a few courses on marketing: Ted Nichols' How to publish a book Corey Rudl's Internet Marketing Secrets Your Mastermind Marketing Summit (home study) Michael Masterson's ETR Direct mail fast track e-course (in progress) Various marketing based ebooks from Joe Vitale, Stuart Lichtman, etc...
197. I spend approximately sixty five percent of gross revenues On all of these combined.
198. I spend no money on media marketing that would be in the cost of rent at the fairs. My cost varies from fair to fair but averages 24% for my salespeople. I am now on a crash program of entering 35 years of customer into a database and establishing a web page. The cost has not been determined yet. What ever it is I need to kick my ass for not doing it sooner. My new web page just went on line and I got 376 hit in 4 days.
199. I'm putting almost all my profits back into marketing so I can get as many direct mail pieces mailed each round of mailing. Internet is all done on affiliate marketing, so that's only pay per sale. Other forms of internet marketing haven't been sustainable. PR is a good one I haven't used yet though.
200. In 20 + years, all my clients have been referrals from other clients – so my budget is essentially \$0.
201. Including my salary, about \$60k. (\$50 for me and 10 for postage etc for my mailings. I do no TV, Radio or Newsprint.)
202. Independent contractors have their own marketing budgets. They hopefully use the guidelines provided to them by our organization.
203. It's almost embarrassing, but I investing about 1000 pesos per month in written sales proposals I mail to local companies.
204. Just started before attending your MMT program, planning to invest two to five thousand dollars in the first year.
205. Just started, but about \$300. so far.
206. Just starting to figure out
207. Last yr 0 this year 30K

Question 6. How Much Money do you Spend on Annually Marketing including all Media, Marketing Programming, Management & Salespeople's Salaries & Commissions?

- 208. Less than £10k
- 209. Less than £500
- 210. Less than 1%
- 211. Less then 10%
- 212. Marketing budget for the first year is estimated to be 16 – 18% of sales.\$40,000 to \$45,000
- 213. Marketing is done in house by salaried employee. Material costs are small, as we custom market to each client/prospect. No generic brochures, etc. as we tailor marketing efforts to each prospect.
- 214. Marketing: 25%Management: 7%Salescommission: 25%Appointments by phone: 5%Bonusses: 3%
- 215. Maybe \$1,000. Referrals represent 100% of my marketing aim. I aggressively seek referrals from every conceivable source. I network selectively with professionals serving this market niche. All associates must share an unyielding commitment to client service and design excellence. It is an inexpensive marketing strategy but it drives every activity, every decision, every professional contact. Thus it is a very demanding strategy to employ and requires 100% commitment to yield desired results.
- 216. Maybe \$300 per year.
- 217. Maybe 1 percent of revenue. Cost for the owner (me) to make marketing calls, send brochures and 3-5 thousand for trade adds.
- 218. Maybe around 10% of total income
- 219. minimal
- 220. Minimal – working mostly in referral strategies
- 221. Minimal cost
- 222. Minimal.
- 223. Most of my marketing is done using free methods (I mail my client base as often as I can) or someone else assets.
- 224. My Office Approx. \$20,000 annually Personal Brand new, currently ZERO
- 225. N/A (5)
- 226. Nearly nothing.
- 227. Negligible
- 228. nil
- 229. Nil specifically on marketing – no set budget at this time
- 230. NIL! This is what I need to fix asap. I just joined the company as of Feb 1, 2003. Technical foundation. Invested \$1.4M in product development, and \$0 in marketing.
- 231. No fixed figure
- 232. No marketing budget. Salaries only.
- 233. no real budget for this due to lack of funds and debt... but would like to spend \$10,000 on marketing
- 234. no sales salaries, membership dues so I can meet & generate business \$1000
- 235. No set amount
- 236. None I spend approx on my own development 10 to 15 k(the x gets the rest

Question 6. How Much Money do you Spend on Annually Marketing including all Media, Marketing Programming, Management & Salespeople's Salaries & Commissions?

- ohhhh)
237. None (11)
 238. None, all I do is call my customers and try to sell them my information products usually over the telephone.
 239. None, zero, zilch – all our business is referral.
 240. None. As a rep in the baseshop I am limited to how I can market Primerica. Reps are mainly encouraged to develop their business by word of mouth referrals. A group of reps have gotten together to advertise in the local newspaper, but I did not participate.
 241. Not budgeted and I am the one who does all
 242. Not enough due to inadequate funding, but probably \$100K
 243. Not much
 244. Not much.
 245. Not privy to those details.
 246. Not sure
 247. Not yet determined for year
 248. Nothing
 249. Nothing. We do everything on barter.
 250. Only a little time say 5 days per year covering all aspects of the sales/mkting approach.
 251. Only been in business six months, it is changing.
 252. Only budgeting for this at the moment as we have not yet put together our strategic marketing plan as yet. It will also depend a lot on where we locate our business as it is going to be a destination business
 253. Only just starting. Will commit as required. Expect to spend A\$20,000 - \$30,000
 254. Our budget includes between 15 and 20% directed toward marketing
 255. Our company is in the first year so we have no real definitive outlook on this, we are still flying by the seat of our pants.
 256. Our target is 2 thousand per month.
 257. Planned budget of \$1000.00 per month
 258. Prior to December 2002.It has been what I could afford to spend on a mailer and the postage of the thank you cards that went out after each job.
 259. Probably in the \$20,000 range
 260. R0
 261. RMB255000(Approx.\$30000)
 262. Salaries, marketing cost, commissions, management? I would say 65%.
 263. Sales associates generate 80% (av) commission on their sales. Marketing is done on a find the money when we need to do something basis.
 264. Small
 265. So far aus\$200.00
 266. So far I have only spent approximately \$50.00 in the 6 months I have been in business.
 267. So far probably A\$5,000 + for AMA (Jay's) A\$30,000

Question 6. How Much Money do you Spend on Annually Marketing including all Media, Marketing Programming, Management & Salespeople's Salaries & Commissions?

- 268. So far, just telephone, and my program development time.
- 269. Start-up business
- 270. This is a start up company of 13 months old and currently running at a loss of about US\$50,000 last year
- 271. This is a start-up.
- 272. This is the very first year of operation, I don't have actual results yet. People cost in Poland is outrageously high.
- 273. To early to tell.
- 274. Unavailable
- 275. Undeterminable
- 276. Undetermined
- 277. undetermined
- 278. Undetermined in 2002
- 279. Unknown (3)
- 280. Unsure (2)
- 281. US 10 – 20,000
- 282. Variable?????
- 283. Varies
- 284. Varies dramatically from year to year
- 285. Very little (4)
- 286. Very little, because most business is (intentionally) word-of-mouth. Best form of advertising!
- 287. Very little, use word of mouth however ealize that this is one area I need to spend time and money on.
- 288. very little. Nutriphysiology Inc. is a non-profit corp. with volunteers; plan to pay salaries .
- 289. We are not allowed to advertise.
- 290. We are planning to commit 5-7% of gross revenue.
- 291. We are trying to bootstrap the company by growing from sales.
- 292. We don't really have a marketing budget per se ... we rely on word of mouth and our reputation for future business as we are in a small niche.
- 293. We expect this to be \$150K annual rate by year end.
- 294. We have no 'salespeople'. For advertising, telemarketing and referral commissions I estimate our marketing costs to be no more than \$10,000 for 2003.
- 295. We have no established marketing budget. Our present growth is a result of the momentum of the market and past marketing efforts.
- 296. we have not specifically identified this... but, it is somewhere around \$50K
- 297. Website and Business Review News \$1,000.00
- 298. Website costs (nonimal)

Question 7. Do you Know the Difference Between an Approach/Method or System—and A Strategy?

Question 7. Do you know the difference between an approach/method or system---and a strategy?

Total: Yes 248, No 439

Additional comments:

1. A method is a sequence of steps, often pre-packaged to follow as a checklist. A strategy is an over-arching approach that has a built in expectation to adapt and grow without changing the basic approach itself.
2. A method is a tactic, a "how to". A strategy is the "why", or reason, the goal, the overall guiding objective or philosophy.
3. A method is a way, a system. Strategy is your identity. Your mouth-watering & distinctive identity.
4. A method is just a tool. You know how to implement the specific approach or method. Focusing on details. Strategy is using the method towards achieving a specific goal in the long run, evaluating what methods to use, and when. What is the most effective way to use your money etc? Seeing the big picture. Does this take me further towards my goals, or further away?
5. A method is one step by step process, a strategy has a multiplicity of methods
6. A method or system is the sum of everything that needs to go in to achieving an objective, i.e., strategy + tactics + people + policies + procedures + follow up. A strategy is successfully executed and sustained through by incorporating it into an effective system.
7. A strategy define how I will try to increase my market share while a method is a mean to try to implement one or several of the factors I need to implement in order to implement the strategy
8. A strategy defines the broad goal you are working towards via all your approach/methods or systems. An approach/method or system is defined for every contact you make by the prospect (individual or group) you are targeting.
9. A strategy defines the broad goal you are working towards via all your approach/methods or systems. An approach/method or system is defined for every contact you make by the prospect (individual or group) you are targeting.
10. A strategy defines what needs to be accomplished. An approach/method or system would be a tool used to accomplish a strategy.
11. A strategy describes how goals shall be achieved. An approach/method/system is a structures combination of tactics to implement the strategy.
12. A strategy encompasses a "big picture" plan, while approaches and methods are the means to accomplish the strategy.
13. A strategy is putting into place the principal things that will position the company or its product to dominate it's industry and have a long term impact. For example: one strategy would be to establish the company as the industry expert in a certain area or one that set's the buying criteria for a product. System/approaches/methods are things that you might to product some desires result that does not support the big picture strategy
14. A Strategy is a concerted set of actions or events tied to the achievement of a strategic or critical objective. A System is method or series of methods used to achieve a strategy.

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15. A strategy is a long-term vision of what the company will look like – what market it will be in, what products and which customers. An approach, method or system are the tactics employed to achieve the strategic goals.
16. A strategy is a plan for achieving your ultimate goal; an approach/method is one of the many steps you need to take in order to carry out the strategy
17. A strategy is a plan with a vision and objectives. An approach/method/system is a way to achieve a particular goal.
18. A strategy is a plan, a method or system is the action taken to put the plan into effect
19. A strategy is a plan, a method or system is the action taken to put the plan into effect
20. A strategy is a plan. A system are the things or tactics that you do to execute the plan.
21. A strategy is a predefined plan that you mostly stick to. A method is just a way of doing things. It may be wrong or may be right. It's just always been done that way. However, a strategy is a very focused goal oriented plan.
22. A strategy is a theme that then guides the methods used.
23. A strategy is a vision, an objective, a goal. an approach/system is a methodology to get there
24. A strategy is an overarching plan for accomplishing goals, while an approach or system is a tactic or combination of tactics that are applied to achieve specific objectives or larger goals.
25. A strategy is an overriding business objective. A tactic is a method to achieve that objective
26. A strategy is broader in scope than a system/method. A system or method would be more geared towards a task or tactic than a strategy.
27. A strategy is broader. It also helps direct the various tactical approaches for synergistic benefits.
28. A strategy is like a builders blueprint – a step by step process
29. A strategy is military term with regard to a long term plan of attack using various modes of attack in order to be victorious.
30. A strategy is reaching the overall objective you want from the business with the limited resources available, anything else are the tools you use to achieve the objective you have for the business
31. A strategy is the big picture of how you are going to do something. An approach is simply a method of carrying out a task (more tactical)
32. A strategy is the core of an overall business philosophy, of which different tactics or tricks can be used to implement.
33. A strategy is the overall goal or objective of a set of actions. An approach / method or system is a structured and developed way to achieve the goal. For instance, referrals are a method for achieving the strategic goal of obtaining new customers. And a referral system encompasses the various ways of obtaining and following-up on the referrals obtained.
34. A Strategy is the overall plan or objective and the approach or method is how you go about accomplishing it.
35. A Strategy is the overarching philosophy that drives the specific approaches or systems.
36. A strategy is the place you want to be. It is what you want to be known as. It is

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- the result of a companies most deeply held values and ambitions. An approach / method or system are means that the company has decided to employ to bring them to the strategic place outlined in their strategy.
37. A strategy is the why and how you do things. A system is what you do (or even better what the team does)
 38. A strategy is to a system what a tactic is to a strategy – a tool for implementing the larger vision
 39. A strategy is what the customer perceives of your business and approaches, methods and systems are all implemented to create that perception
 40. A strategy provides guidance / direction and a approach is a specific avenue or program – say TV ads
 41. A System can be thought of like a machine or self-replicating organism. It has many parts which work integrally together for a common objective. And in a good system it is even self-correcting, grows & evolves. A strategy is one of the underlying battle-plans/objectives that is part of the greater vision & war effort.
 42. A system consists of a series of step-by step strategies that manifest a specific end result.
 43. A system defines a method to implement and accomplish a strategy however, unlike a strategy, it is a defined process that is, more or less, overview in its approach. It defines the way a process or procedure is restricted or limited. To change it requires a re-engineering of the whole process
 44. A system is a documented process that provides proven results when implemented. A strategy is a focused plan to achieve a specific outcome.
 45. A system is a method that can be duplicated consistently, producing commensurate results each time. A strategy is the objective of how to best use your resources to gain maximum leverage from your systems.
 46. A system is a process to achieve a strategy
 47. A system is a proven [usually] method of doing something that yields positive results.
 48. A system is a series of steps used to gain a specific result, these steps should be duplicable so that the same result can be attained repeatedly. A strategy is a broad range plan to accomplish established goals usually set by the top. These objectives are then meet by the implementation of systems and methods.
 49. A system is a standard way of handling something A strategy is the overall plan to employ systems and tactics
 50. A system is the method used while strategy relates to the big picture. How it all fits into the business strategy.
 51. A system is the series of steps or the process executed to deliver a required output from given input. (How)A strategy one of the intermediate goals to be achieved in order to achieve you overall goal. (What)
 52. A system or approach are parts of the processes in a business. I have already defined strategy in question 1.
 53. A system or method is a organizational way of objectifying a problem with parameters to measure success. A strategy is the result of not only analyzing the problem but thinking Through all the possibilities for potential failure and intentionally Taking positive steps to ensure success .(Tip toeing around the land mines.)
 54. A system reflects accepted levels of knowledge a strategy incorporates new research, opponents strength and weaknesses, environment, resources and more

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55. A system works automatically and requires limited on hands management while a strategy is a descriptive statement of what you are going to do
56. A system would be an actual process or chain of events whereby a strategy might very well be just an idea or thought of positioning.
57. Again, strategy in the context of an overarching approach designed to attain a top-level goal; approach/method/system at a tactical (below a strategic) level.
58. An approach is a specific marketing tool that is applied. A strategy is an overall approach within which methods and tools can be utilized.
59. An approach is a specific procedure or process. A strategy is an overall plan that combines tactics for a defined goal.
60. An approach is an Idea and a strategy is the way to accomplish the idea and its goals
61. an approach is like a tactic. you can have different approaches to achieve the same strategy a strategy is the overall plan...what you want to do to get where you want to go. Even though I get the difference, it's still hard to apply.. It requires more effort to make sure I'm working on strategy and not tactics... It would help me to have drills to identify and differentiate tactics from strategies.
62. An approach is the actual process carried out to implement a strategic vision.
63. An approach method is a tactic used to acquire a client (break even on the front end) and a strategy is the whole and ultimate end of the business (become number one)
64. An approach method is singling out potential clients and calling on them about your product or service vs having a strategic plan to get many people coming to you for your product or service.
65. An approach methodology is the overall combination of elements that go together to achieve the business plan - a strategy is the high level expression of the outcome
66. An approach or a method would be the way one went about doing something, whereas strategy is dependant on there being a third party against whom the strategy is directed. A marketing approach or method doesn't require a third party – a marketing strategy does.
67. An approach or method is a single implementation of one aspect. A strategy is to pre-determine, calculate and plan out how multiple approaches and methods will combine to have a massive effect in reach prospects and clients.
68. An approach or method is really just a tactic or set of tactics that work under certain conditions A strategy is the complete battle plan to get to a specific end goal within a specified period of time.
69. An approach or method is something used to achieve the strategy, which is the overall plan that details how each element fits
70. an approach or method or system is the philosophical basis for creating a strategy. it is not the plan itself. it is the reason, the concepts, etc. The strategy outlines in broad, somewhat general terms, the doingness that will get these plans, systems, implemented. but not as detailed or minute as the tactical plan or program there is an administrative scale developed by I. Ron Hubbard in his administrative technology, that places strategy in a scale that starts at the top with: goals, purposes, policy, plans (strategy is here) programs (this is the tactical stuff) project (little programs to get larger ones implemented orders valuable final products statistics ideal scene(this is from Mr. Hubbard's copyrighted works)
71. An approach would be simply to get a client's attention to get them to take an

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- appointment. A strategy would start the educational nurturing of the client from the very first contact.
72. An approach would be to use the traditional marketing methods, which are out there like traditional advertising/discount coupons etc whilst a strategy would be to lay down a specific road map of where we would like to take the company and fulfill that goal using specific tactics to achieve and accomplish those goals.
 73. An approach, method and system are ways to do something. A strategy is the plan for what goals should be accomplished.
 74. An approach, method or system is a tactic designed to realize a strategy.
 75. An approach, method or system would simply be implementation of a number of tactics designed to market the business. A strategy, on the other hand, is a thoughtful well laid out plan that looks at the long-range goals of the company.
 76. An approach/ method or system is a vehicle to implement/execute a strategy.
 77. An approach/method is a solution suited to the challenge faced. A strategy is a concept to which all other actions are based.
 78. An approach/method is a particular way to achieve a particular result. A strategy is a plan that has been carefully crafted to achieve a particular goal...a strategy normally encompasses several alternatives (methods/systems) to assure the desired result.
 79. An approach/method is a specific set of steps used to complete a process that you want to accomplish in your business. A system is the integration of all the specific tools and approaches used and needed to take a customer through the entire sales and service and generation of new business process.
 80. An approach/method is a tactic. Strategy is a plan to reach a goal
 81. An approach/method is something that is done or used whether or not it is appropriate to the situation. A strategy is a plan of both action, and appropriate non-action, with an overall goal that anticipates detours, and includes using various approaches/methods in a known and planned sequence. A strategy also focuses on "the detours and ambushes" and how to avoid if possible, and if not, then how to utilize that hidden gift to it's greatest advantage.
 82. An approach/method or system are the actions or tools you use to implement a strategy. Strategy being the plan or idea that you want to accomplish.
 83. An approach/method or system are the actions or tools you use to implement a strategy. Strategy being the plan or idea that you want to accomplish.
 84. An approach/method or system is a component of a strategy. Tactics are components of approaches/methods or systems.
 85. An approach/method or system is a list of tactics that can be deployed in some sequence to achieve a desired result. A strategy encompasses the approach, method and system and integrated them into a mechanism to exponentially generate sales repeatedly
 86. An approach/method or system is something like tenting a list and sending out a mailer. A Strategy is the overall goal that the approach is going to accomplish.
 87. An approach/method or system is the part which play a certain role or function in producing a result. A strategy is the unifying direction for the approaches/methods/systems.
 88. An approach/method or system is the way that you accomplish a specific objective. A strategy is the global objective you want to achieve.
 89. An approach/method or system is the way to implement an overall strategy. A strategy is the big vision of what you are trying to achieve.

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90. An approach/method or system is what a company does each day to dispense its product or service to its clients or customers. A strategy is a vision of what the company wants to be, what it wants to offer, and how it will offer it.
91. An approach/method or system refers to a procedural action most effectively. A strategy is the thinking behind it, the road map.
92. An approach/method/system is a specific action aimed at producing a specific result. A strategy may encompass many different approaches. A strategy is a "grand plan" aimed at fulfilling the overall objectives of the organization.
93. An approach/system is a process that is systematic to your sales/marketing and easy to follow. A strategy is a more a global plan to be followed to win the war.
94. Apparently not, hadn't considered it.
95. Approach – getting the customers interest Method – tools used in the approach System – what happens next / where the customer is up to Strategy – why they should think of me first above any one else.
96. approach – to approach each individual problem or activity on a separate basis.....strategy – a long term plan for predictable profits ~ easily modified to current market conditions.
97. Approach – way you've done it before System – a formal set of step to accomplish task that are repeatable and teachable. Strategy – a theoretical framework to reach a large goal that utilizes the approaches and systems of your business and others.
98. Approach / method or system is "how" to enable the strategy's "what"
99. Approach /method is an attempt to obtain a result. Strategy is the overall means to an end.
100. Approach =try and see if it works. Strategy = have a planned approach and a comprehensive list of options for each rebuffal
101. Approach etc. is a tactic or a subset of an overall plan to achieve a strategy.
102. Approach is a specific way of doing System is process is built an followed and as the time goes by it may be tweaked
103. Approach is different channels used. Strategy is the copy, concepts, color, demographics, etc
104. Approach is direct contact with the customer through various means. Strategy could include approach as one of the components to a campaign. Strategy is a long range plan using several marketing methods in a planned and timed way to most effectively be recognized and (hopefully) turn potentials into customers.
105. Approach is operational= translation of strategic; strategic is long term and fundamental; choose a route with the objectives in mind.
106. approach method would be tactical ie changes with winds of time/ strategy determines how you do what you do based on preplanned outcome
107. Approach or method is a stand-alone deployment. Strategy is more encompassing to achieve a certain outcome.
108. Approach wins battles. Strategy wins wars.
109. approach/method can be a component of a strategy, whereas a strategy combines many methods, planned and executed in a particular time frame to achieve a desired result.
110. Approach/method is a decision to target a particular market segment with a variety of marketing tactics appropriate for the task. Strategy is the overall purpose for choosing the particular target markets.

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111. Approach/method is a generalization. A system is a predetermined and exact routine.
112. Approach/method is a way that you'll do something Strategy defines in broad terms how objectives will be met.
113. Approach/method is reactive. Strategy I pro-active.
114. Approach/Method or system describes specifically how you go about implementing your strategy and what you do in order to bring about the results you desire. Whereas, Strategy is the blueprint of what you wish to achieve and the general outline of the tactics to be used i.e back ending, strategic alliances, etc.
115. Approach/method or system: a step-by-step process used to implement the strategy. Strategy: the specific tool relating to achievement of an outcome.
116. Approach/method/system – a way of dealing with a client/market that supports the masterplan strategy. Strategy – a masterplan
117. Approach/method/system is the way by which identified opportunities are pursued; strategy is the way by which market opportunities are brought into marketing focus.
118. Approach/method/system pertain to tactics or procedures Strategy pertains to your position in the marketplace – i.e. Gain market share by being the low-cost provider, or Be a high-quality niche player
119. Approach/method/system: the manner of carrying out an activity or process. Strategy is the overall plan of action for immediate/future use
120. Approach/methods/systems are elements used to implement the strategies. Strategies are long term plans for achieving business goals.
121. APPROACH/SYSTEM is a set of steps taken to accomplish a given purpose STRATEGY is the idea, concept or purpose for the accomplishment of which Approaches, Methods or Systems are designed
122. Approach: is just a random approach to sell the customer. Strategy: is a long plan to get the customer and keep him for a long time.
123. Approaches/methods and systems are generally tactical not strategic. They address how to do something, not Why it is being done.
124. Approach-sequential application of elements and resources to achieve a specific outcome Strategy – the combining or systematic application of all available elements and resources to support the achievement of a specific outcome
125. Being originally trained in social work, social workers are trained and trained in how to identify broad or general goals and then move to the measurable, specific objectives
126. Compare an approach/method to a thrust with a sword and a strategy to an overall battle plan.
127. Guessing, I would say a strategy is 1) is market driven, 2) is measured so it can be adapted as the market changes, and 3) has a long-term commitment
128. I assume an approach /method is a type of marketing method one might choose as part of your strategy. This is perhaps a set of tactics used to market to one client type.
129. I assume that a strategy is as I described before whereas a system or method is the way you go about implementing your tactics to accomplish your strategy
130. I believe an approach is a system or methodology of some sort that is not necessarily tied to any vision or plan. A strategy is driven by vision and all

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- components support the attainment of the vision in some important way. It is comprehensive, and based upon achievement of goals within a certain timeframe.
- 131. I believe that an approach is a means of achieving the overall vision of a strategy
 - 132. I believe that an approach or methodology would be in the realm of tactics
 - 133. I think I know this partially, but not clearly.
 - 134. I think so! A system is a set of procedures to follow... that gets a certain result. An approach/method is a tactic. A Strategy is the positioning strategy you are using. I.e: repositioning the competition like Fed-ex did when I brought in the buying criteria of overnight. It made everyone else look slow.
 - 135. I think so. A strategy is the overall plan to achieve a long term goal. A method or system is the specific tactics used to implement it. So if my strategy is to position myself as the industry expert, and to be the only "full service" provider - helping clients implement a duplicate payment strategy of detection, recovery, prevention - then I can use various methods, systems or tactics in order to achieve that strategy.
 - 136. I thought that the system was the tactics that you use to achieve your strategy.
 - 137. I would imagine that a strategy is a calculated plan, which utilized one ore more methods, etc.
 - 138. In my thinking the line between them is not very clear.
 - 139. Integrated picture vs isolated element (strategy)
 - 140. Is the difference between the following 2 questions: What can we do to make money and What can we do to make Big money?
 - 141. It think it means an approach is using a set method or system and you follow steps hopefully reaching a result. A strategy is focusing wholly on the result/outcome and creating a set plan that specifically achieves it.
 - 142. Just that a system is a way of doing one thing, a strategy is the more holistic view.
 - 143. Long term client benefit and tactical
 - 144. Method etc. is the practical way to reach the defined strategy. Strategy is the overriding aim to which you implement different methods to reach your aim.
 - 145. Method would be a mailing, direct marketing campaign, sales calls Strategy would be a plan that would employ the methods to achieve the envisioned goal.
 - 146. Methods and approaches are tactical activities that support the overriding strategy. Eg, Paddy Lund's strategy of "by referral only".
 - 147. Methods and approaches are tactical activities that support the overriding strategy. Eg, Paddy Lund's strategy of "by referral only".
 - 148. Methods are tactics Strategy is an overall decision regarding allocating resources
 - 149. Much the same as a strategy and a tactic. The tactic defines the components of the system defines a step by step approach
 - 150. My guess is that an approach would be more of a tactic as opposed to a strategy which is a 'big picture' plan
 - 151. Not sure but willing to try. – Strategy is the whole game plan, to use an analogy, I want to construct a 50 floor building. I need a blue print but that's not the whole thing. I also need the purpose of the building, the reason why I want to build it, the land, the necessary permits, a construction company, materials and a whole lot more. The entire document is my strategy. Within the strategy I will have methods of completing selected stages , systems of working etc. I can pour concrete mixed on site and transported using a wheelbarrow or I can have it trucked in ready mixed and poured through a snorkel. These are methods. I can

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- erect the frame for the entire building, then add all the floors, followed by all the exterior cladding, then the wiring and plumbing for the entire building, then the interiors etc. Or I can progressively complete and fit out floors as the frame goes upwards, the floors are poured and so on. So, by the time I have reached level 10 I may have 3 or 4 levels occupied and earning rents. These are systems.
- 152. One consists of tools; the other of concepts
 - 153. Our strategy is to create desire for the service through education. We accomplish this through various marketing tactics/approaches/systems
 - 154. Perhaps an approach/method – refers to the means by which things should be done, whilst a strategy is a planned means of doing something.
 - 155. Please see answer to Q1.
 - 156. Run your company like a franchise with repeatable systems
 - 157. See my answer at 1. (description of strategy). An approach is only one element of a strategy.
 - 158. See question 1. System is a process or mechanism to ensure continuity of tactics
 - 159. Small picture vs. big picture
 - 160. Strategy – as defined previously refers to the market position you wish to have Approach/method is a tactic
 - 161. Strategy – long term / overarching Tactic – part of strategy
 - 162. Strategy – more goal oriented, system – process anyone can follow, approach – how
 - 163. Strategy – overall way of differentiating my company from all competitors in the minds of my prospects, so that my prospects want to hire only me, and want to use my services for many years Approach , method, and system are vague terms. I infer that you mean that they are merely a series of tactics or techniques.
 - 164. Strategy – the overall 50,000 foot views of who, what where the company will be in 1 year, 5 years Approach – in the trenches details on how to get and achieve the strategy
 - 165. Strategy defined above. An approach is a tactic, a system is and organized series of steps to do something, a method is a choice of how to do something or a tactic.
 - 166. Strategy is a way how you operate you business. For instance you could have a “price leadership” strategy. Meaning you are the cheapest most of the time. Method, approach could be a way how you set a price for certain product, where do you sell etc.
 - 167. Strategy is an overall concept of business and its shape, methods/system is execution.
 - 168. Strategy is an overall, overriding initiative that defines the approach you will take.
 - 169. Strategy is as defined above under Q1., an approach etc is always tactical; eg. all Jay Abraham material (in our possession) is tactical in nature
 - 170. Strategy is based on results achieved according to a pre-set goal - an approach or system is the methodology used to achieve the result
 - 171. Strategy is custom to your purpose, made up of general approaches and methods
 - 172. Strategy is defined above. Approach/method/system is a means to the strategic end, or rather a tool used in service to the guiding strategy.
 - 173. Strategy is goal oriented Approach/method is neutral as to which goal; can be efficient, not necessarily effective

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- 174. Strategy is goal oriented, approach is a way of doing things.
- 175. Strategy is how you going to get where you want to be in x years and how you are going to compete.
- 176. Strategy is long term while an approach/method , or system is steps to carrying out your strategy.
- 177. Strategy is overall view, and method is tools to implement something
- 178. Strategy is the complete long range plan. Approach/method are the means to implement the strategy
- 179. Strategy is the deployment of your assets in a specific way to achieve a specific objective , an approach/method or system is the actual physical actions you take to achieve your strategy.
- 180. Strategy is the general idea or meme. Method is the way to execute an idea or meme.
- 181. Strategy is the goal of every transaction, customer interaction, system is the “how”
- 182. Strategy is the goal that I am working to accomplish through using approaches, systems and methods
- 183. Strategy is the key idea/theme, the system is the method for implementing the strategy.
- 184. Strategy is the overall business plan ie. The definition and ways to capture your target market. Approach method or system is the day to day tactics, procedures , and policies that you would use to help realize the over strategy that has been developed for the company.
- 185. Strategy is the overall long term plan to achieve the business objective.An approach / method is the activity for solving a specific short term problem .
- 186. Strategy is the overall plan to reach your goals. Approach/method is the concrete tactic used to reach the goals
- 187. strategy is the overall plan. methods / systems are composed of those tactics to achieve the strategy.
- 188. Strategy is the overall plan/idea on ‘what’ goal is to be attained and ‘how’ it is to be reached. Strategy gives a ‘big-picture’ perspective of what is to be done, why and how. An approach, method or system is always ‘subordinate’ to the strategy. In other words they are part of the strategy and help to attain the goal that the strategy is designed to achieve.
- 189. Strategy is the overriding concept that governs all business activities. Approach...system is a process for carrying out a variety of business activities
- 190. ---Strategy is the plan to run the business and approach/method is just one technique used to support the overall strategy.
- 191. Strategy is the way we want to go to real our Goal Approach/method is actual way, how we are going to go
- 192. Strategy is what we want to accomplish, i.e.: we are honest, professional and reliable
- 193. Strategy is what you are trying to achieve and approach is the tactics, how you are going to do it. Systems are the tools that are in place to achieve tactics consistently 100% of the time
- 194. Strategy is what you want to do. Approach/method/system is how you do it.
- 195. Strategy is your overall goal; tactics are what you do to achieve different steps

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- along the way to reaching that overall goal.
196. Strategy is your plan, your program. You will implement your strategy by using different methods or approaches.
 197. Strategy refers to the big picture concepts behind the tactics or system which are the ways you implement and make real the strategy.
 198. Strategy to me is the planning, the overseeing and the use of all the potential weapons and tactics at my disposal that I can utilize to achieve my goal. The "approach/method or system" you refer to would be my tactics which to me are the individual weapons within my overall strategy I can use to achieve my goal.
 199. Strategy: This is what I want to accomplish. Approach/method: This is how the plan is carried out..
 200. Strategy: A strategy is a broad approach to meeting business goals
Method/System: A step by step approach to achieving the business objectives
 201. Strategy: a well-founded business plan which defines how all aspects of the business will come together to achieve a defined ultimate set of goals and objectives. Strategy is the overall driver of the business. System or Method: the specific strategic-driven set of tactical approaches and "tools" used to implement the strategy, and take the strategy to market.
 202. Strategy: doing the right things, being EFFECTIVE; System: doing the things right: being EFFICIENT (execution)
 203. strategy: having a plan approach/method or system: wait & see
 204. Strategy: how to benefit of your competitive advantage. System: way to implement any initiative.
 205. Strategy: is an integrated long term approach to achieving an overall objective
Approach, methods or systems are tactics which are: Short-term ways and techniques that achieve milestone results along the way
 206. Strategy: The position I want to achieve with my services. Approach/Method: that's tactic: a mailing for example should support the ultimate goal
 207. Strategy-plan of action to accomplish specific goals. Approach-method used in setting about implementing a strategy.
 208. System is a consistent business process that supports achieving the strategy while strategy defines the overall approach to achieving the objectives
 209. System is a means for productively handle repetitive tasks that lead to achievement of a strategy.
 210. System is how I do it, Strategy is why I do it.
 211. System is the means to implementing the strategy.
 212. System would be a series of tactics that somebody devised Strategy is a plan to arrive at certain point or goal
 213. System: a well laid step by step approach to solving problems. Where there is a well laid process that follows a pre-scribed routine to carry on activity. Strategy: Is the overall objective which the company wants to achieve and therefore, the driving principle which generates the systems to reach the goals.
 214. System: Decisions based on specific attributes. Example - virtual partnerships based on specific values, competencies, and mutually agreed upon practices. Strategy: How the above will be drawn together in an action plan.
 215. System: is a methodology or set or procedures designed and implemented to produce a set of results. A system, usually provides results close to an expected range. Strategy: is a planned course of action or approach to achieve a desired

Question 7. Do you Know the Difference Between an Approach/Method or System—and A Strategy?

- target. Strategy may or may not be tested and results are not always as anticipated.
- 216. Tactics create movement and activity Strategy produces results Tactics are independent Strategy is interwoven All strategies are made UP of tactics but the strategy arranges those tactics in the optimal place, time and arrangement for maximum impact. The purpose of any strategy is to produce a result therefore the primary question at hand is: WHAT RESULT DO YOU REALLY WANT?
 - 217. Tactics remain the same regardless the strategy whereas strategy is your overall approach ie Dominos 30 min delivery other wise all the pizza steps were the same.
 - 218. Tactics VS strategy....see above
 - 219. The approach is more of the tactics or the what we will do to reach our goal and the strategy is the overall How or theory behind what we will do.
 - 220. The approach/method describes the tactics of specific actions. Strategy defines the overview plan of specific tactics in order to achieve specific objectives.
 - 221. The approach/method is the specific technique used. i.e. #4 of a list of 22 ways to get referrals. the strategy is the concept of getting referrals.
 - 222. The goal as opposed to the steps to the goal
 - 223. The marketing system is a combination of concepts and weapons used to meet the company strategy.
 - 224. The method is what you do, the strategy is how you plan to do it.
 - 225. The strategy is the best recipe for the type of cake you are trying to bake. The tactics are the ingredients and methods you use. The system is the technology you use to bring the ingredients together in the optimum order and method – automatically.
 - 226. The strategy is the big picture objective and how it is to be achieved. The approach method is the way the business will conduct the tactics.
 - 227. The strategy is the overall desired goal, an approach/method is the means to getting to this overall goal
 - 228. The strategy is the overall goal/objective. The method is the path to take in order to achieve that goal.
 - 229. The strategy means the “what” whereas the approach/method means the “how”.
 - 230. The strategy would determine how I decide to approach someone
 - 231. To me an approach method or system consists of the operational procedures, processes and practices. The strategy is the master and sub plans which shapes and feeds the various streams and actions throughout a project or operation
 - 232. Using an approach/method or system is only one part or element in a strategy.

Question 8. What Books or People Have Influenced Your Strategic Thinking?

Question 8. What books or people have influenced your strategic thinking?

Name, Author, Subject

1. "Artists of America", an annual event which is no longer being done as they retired the program after 20 years
2. "How to Get All You Can Out of All You've Got" by Jay Abraham on general business strategy; "Guerrilla Marketing" by Jay Conrad Levinson on marketing strategy; "Consultative Selling" by Mack Hanan on selling strategy
3. "Essentials of Business Policy," by David C. Rogers; "Leadership and Motivation," by Douglas McGregor; "Consultative Selling," by Mack Hanan; "How to Establish a Unique Brand in the Consulting Profession," by Alan Weiss; "Rain Making," by Ford Harding
4. "Think & Grow Rich" Napoleon Hill; "The Greatest Salesman in the World" Og Mandino
5. "Think and Grow Rich" by Napoleon Hill; "The Richest Man in Babylon" by George Clason; "The Success System that Never Fails" by W. Clement Stone; "How to Be Rich" by J. Paul Getty
6. "Who Says Elephants Can't Dance?" - Louis V. Gerstner - IBM's Strategy; "Think and Grow Rich" - Napoleon Hill - Self-Preparation & -Improvement; "Management" - Peter F. Drucker - The practice of management; "Innovation and Entrepreneurship" - Peter F. Drucker - Future Markets
7. "The Education of a Poker Player" Herbert O. Yardley Green Monday James Cramer Since December, 2002 I would add: Jay Abraham, Chet Holmes, Mike Basch and many of the MMT presenters.
8. Brian Tracy: most of his tapes and courses; Bob Proctor: his "Born to Be Rich" series; Jim Rohn: several of his tape sets; Gary Halbert: much of his marketing ideas and strategies; Dennis Waitley: many of his tapes and books; Zig Ziglar: many of his tapes and books; Jay Abraham: of course, most everything he has produced.
9. "Advance Selling Strategies" Brian Tracy; "Ziglar on Selling" Zig Ziglar
10. "Marketing For Adult Day Care" Greg Newton; "Guerilla Marketing" "The One Minute Salesman"
11. "Laws Of Leadership" John Maxwell; "Leadership Raving Fans" Ken Blanchard; Customer Service "Getting Everything You Can" Jay Abraham Business Growth
12. "22 Immuteable Laws Of Marketing" Reis; "Marketing Basics PEQ Cubed" Abraham - working on the business not in it.
13. "Major Pieces To Life Puzzle"- Jim Rohnhorse; "Sense For People" Monty Roberts; "Awaken The Giant Within" Anthony Robbins; "Think And Grow Rich" Napoleon Hill "Getting Everything You Can"... Jay Abraham
14. "7 Habits" Covey; Your materials
15. "7 Habits" Stephen Covey
16. "7 Habits" -Stephen Covey; "Good to Great"-Jim Collins; "Leading Change" - Kotter
17. Referral system
18. "A Fortune Now Newsletter"; Tom Schreiter; "Marketing Selling Invisible" Harry Beckwith; "Marketing" Anthony RobinsRich; "Dad Poor Dad", Robert Kiyosaki

Question 8. What Books or People Have Influenced Your Strategic Thinking?

19. "A Genie's Wisdom" Jack Trout Marketing
20. A Pattern Language, Alexander, Architecture Everything by Guy Kawasaki, business philosophy
21. "The Wellness Revolution" Paul Zane Pilzer; The exponential growth in the wellness industry in this decade in the US; Jay Abraham's Marketing Strategies "Health Defence" Dr Paul Clayton All about the role of micro-nutrients and their role in reversing or at least delaying the onset of degenerative diseases
22. Abraham & Holmes "BGM Home Study"
23. Abraham, Livingston
24. Abraham Marketing; Ziglar Motivation; Weiss Consulting
25. Abraham, Robbins
26. Abraham, Sharon Drew Morgan
27. Al Ries, Jack Trout "Bottom-Up Marketing"
28. All-Drucker Management
29. All Materials Jay Abraham Marketing and Company Operations; The New Realities -Peter Drucker, All of his books; Tom Peters Varied on management and planning; "Art of War" Sun Tzu; "StrategyE-myth" Michael Gerberl; read too much to list all of them.
30. All of Harry Beckwith's, Stephen Covey's Books
31. Anthony Robbins The Edge
32. Anthony Robbins All areas of life
33. Anthony Robbins; Robin Sharma; Michael Porter
34. "Art of War" Sun Tzu War Strategies
35. "Art of War".
36. "Art of War" Sun Tzu; War strategies - Marketing Course, Corey; RudlSales letter writing
37. Audio tapes-Brian Tracy Sales & Marketing; "The Pursuit of WOW" Tom Peters; What makes business winners; "The One to One"...Don Peppers; Marketing/CRM(various) Martha Rogers; "Streetcorner Strategy" Robert Hall - Winning local markets;" Swim with the Sharks" Harvey Mackay Business success; "Awake the Giant Within" Tony Robbins - Personal Growth
38. "Awaken The Giant Within" - Tony Robbins - Personal Success; "Strategies Maximum Achievement" - Brian Tracy - Personal Success Strategies
39. Ayn Rand – Atlas Shrugged Textbook of Medical Physiology – Guyton & HallTextbook of Natural Medicine – Pizzarno - Murray
40. "Balanced Scorecard" Porter on Strategy Harvard Business Review Jay Abraham
41. Beneath the Golden Arches (about McDonald's and Ray Kroc)22 Immutable Laws of Marketing22 Immutable Laws of BrandingDiscipline of Market Leaders7 Habits of Highly Effective PeopleLeadership Secrets of Attila the HunLou Holtz: We incorporate his principles into our corporate values.Jay Abraham
42. Bible Holy Spirit Prosperity Hundreds
43. Bible Personal Training "Profits" Phil Kaplan
44. "Birth Of The Chaordic Age" Dee Hock (founder of VISA); "Management"--John Nash – Nobel prize in economics "Non-Competitive Game Theory Bible" Jay Conrad Levinson; Guerilla marketing series "You Can't Teach A Kid To Ride A Bicycle At A Seminar" Sandler SalesDNA; "Of Success" Jack Zufelt; Too many

Question 8. What Books or People Have Influenced Your Strategic Thinking?

- others to list
45. Bob Pritchard
 46. books by Dan Kennedy and Jay Abraham have a lot of information to help me already.
 47. "Branding You and Breaking the Bank" Rick Beneteau Branding; "Internet Marketing Secrets" Corey Rudl Internet marketing; "The Amazing List Machine" Paul Myers; "E-publishing" Bill Gates Computers
 48. Brian Tracey General personal and business development
 49. Brian Tracy James Collins Jay Abraham Guy Kawasaki Al Ries /Trout (just some of them- I read over a 100 books a year + about 100 ebooks+ Listen to tapes -75 at least-all part of the strategy)
 50. Brian Tracy & William Brooks & others
 51. Brian Tracy (multiple books and tapes on business and personal effectiveness) "Thriving on Chaos" Tom Peters; "Managing Change, Good To Great" Jim Collins; "Business Success Topgrading" Bradford Smart HR/Talent/Team
 52. Brian Tracy, Mike Ferry, Vic Conant, Maxwell Maltz
 53. Brian Tracy, Anthony Robbin, Jay Abraham, Steven Covey, Ken Blanchard
 54. Brian Tracy, Stuart Lichtman
 55. "Built to Last" Collins & Porras, Business strategy; "The E Myth" Gerber Small, Business growth; "7 Habits" Covey, Personal development; "Value Pricing" Ron Baker Moving away from time-based billing for services; "Extraordinary Guarantees" Hart, Guarantees true professionalism; "Maister Personal development" Managing the professional service firm Maister service firm management; "SMART selling" Peter McCloy, SalesIntellectual; "Capital" Thomas Stewart; Al Ries & Jack Trout – marketing, positioning etc. Obviously all of Jay's stuff
 56. "Built to Last" Coachville.com
 57. "Buying Nice Homes in Nice Neighborhoods" David Finkel & Peter Conti
 58. Can't remember – there have been so many over the last 25 years – Jay Abraham is able to pull the ideas together nicely. Outside of marketing perse, "Crossing the Chasm"
 59. Certified Management Accounting Management Course – which covered strategic marketing
 60. Charles Handy Jay Abraham Robert Kiyosaki Miyamoto Musashi Marketing Judo
 61. Chet Holmes Sales & Marketing - David Oliver Marketing / negotiation - Jay Abraham Marketing - David Abingdon
 62. Chet Holmes, you, Ed Poll,
 63. Chet Holmes, -Jay Abraham
 64. Chet Holmes, "PEQ The E-Myth" Michael Gerber – setting up business systems and strategies
 65. Claude Hopkins, David Ogilvy, W. Edwards Demings, Zig Ziglar, Robert Kiosaki, Jeffery Fox
 66. W. Clement Stone, Zig Ziglar, Dale Carnegie
 67. College of hard Knox Trying to be successful What I want from what I do to survive Jay Abraham Materials Jay Reading between the lines and putting two and two together

Question 8. What Books or People Have Influenced Your Strategic Thinking?

68. "Competitive Advantage" Michael Porter; "Financial Times Guide To Strategy" Richard Koch; "Core Profits" Chris Zook; "Getting Everything You Can Out Of All You've Got" Jay Abraham
69. "Competitive Strategy" Michael Porter(2)
70. "Competitive Strategy"/ "Competitive Advantage" : Michael Porter; "Positioning" : Al Ries /Jack Trout
71. "Consulting Engineering Practice", Hicks & Mueller,
72. "Cost Benefit Analysis for Executive Decision Making" Oxenfeldt; "Economic Theory Mail Order" Schwartz; "How To Book Direct Marketing" Nash; Create/produce/sell, Too many to list Abraham & Holmes
73. Critical Path Bucky Fuller, Bargaining Games Business ThinkCo-optition
74. Dan Kennedy
75. Dan Kennedy Jay Abraham
76. Dan Kennedy, Jay Abraham
77. Dan Kennedy, Jeff Paul, Jay Abraham, Ben AltadonnaNameAuthorSubject
78. Dan Kennedy1:1 Marketing Peppers and RogersYouLevinson Guerilla Marketing
79. Dan Kennedy, Doug HallJay
80. Dan Kennedy, Jay Abraham
81. Dan Kennedy, Michael Gerber, Claude Hopkins, Jay Abraham
82. "Dancing with Buffaloes", Belasco, management; "E-myth", Gerber, management
83. David H. Maister-Managing Prof. Serv. Firm "How To Organize And Sell Advice"; Peter F. Drucker "Innovation and Entrepreneursip"; How technological innovations fail because of the lack of strategic management and marketing innovations and what to do about it .Jay L. Abraham; Stealth Marketing
84. DeBello, Gallico, Julius Caesar, The war against the first french inhabitants; Jay Abrahams free newsletters
85. "Deep Change", "Change the World", "The Last Source for Flawless Consulting", "The Trusted Advisor", "Managing the Professional Services Firm", Jay Abraham, Library Power Talk Series, Peter Drucker, Philip Crosby, Edward Debono (particularly sur'petition)
86. Differentiate or die; Getting Everthing you can from all that you've got
87. Dr. Gary North, Jay Abraham
88. Drucker, Ben Shapiro, professors at HBS
89. "E Myth Revisited" Michael Gerber, Building small business
90. "E Myth" Gerber; "Small Business Mangagement-Soar With Your Strengths" Clifton; Get Everything etc. Abraham; Marketing & Business "Ultimate Sales Letter" Kennedy, Advertising; "Influence" Cialdini
91. "E- Myth". Gerber; "Business Automation" Crytical; "Pathsoftware Development" Goldrat
92. "Emotional Intelligence" Daniel Goldman – stimuli – thought – response; "The E- Myth Running" a small business 500 Award "Winning Small Business Secrets" Geoff Grist, – strategies for small business; success range of marketing books read at uni – can't remember their names, just basic business skills.
93. "E-myth" Michael Gerber Business Systems
94. "E-Myth" Michael Gerber; "Setting Up Systems Solution Selling" Michael Bosworth; "Creating Buyers In Difficult Markets New Strategic Selling" Heiman &

Question 8. What Books or People Have Influenced Your Strategic Thinking?

- Sanchez; "Strategic Selling-Let's Get Real" Mahan Khalsa; "Helping Clients Succeed Getting Everything You Can" Jay Abraham Optimization
95. "E-Myth" Gerber Small business; "Zen & the Art of Making a Living" Bouldt Career planning; "The Knowing Doing Gap", Pfeffer & Sutton, Business; "The Monk Who Sold His Ferrarri?? Personal development; "Lean Thinking" Womack & Jones Business
 96. "E-myth" Michael Gerber Business development; Dr Deming –"What Every Business Should Know"; "Losing My Virginity" Richard Branson; Lee Iacocca Biography," Art of the Comeback" Donald Trump; Anything from Jay Abraham, Brain Tracey
 97. "E-Myth Revisited" Michael Gerber, Business development; "Getting Everything You Can"...Jay Abraham Marketing; "How To Be A Billionaire" Martin Fridson; "Strategies From Business Tycoons" "Rich Dad, Poor Dad", Robert Kiyosaki; "Financial Education" (plus other books in the series)"The Road To Financial Freedom", Bodo Schaefer; Financial education "How To Get New Business In 90 Days And Keep It Forever" Wendy Evans; "Marketing"Tom Watkins, Zig Ziglar
 98. "E-myth", Craig Proctor coaching
 99. "E-myth", Tom Feltenstein's Marketing War College; a little from reading the PEQ outlineNameAuthorSubject
 100. "E-Myth"; Michael Gerber; business; "Dig Your Well Before You're Thirsty" Harvey MacKay; "Networking Sharkproof" Harvey Mackay Job loss and recovery; "Swim with the Sharks without Getting Eaten Alive" Harvey MacKay sales; "Invisible Selling" Beckwith, sales; Numerous books by Seth Godin and Jay Conrade Levinson on marketing for biz and yourself Your books on secrets of wealth and marketing
 101. "E-myth & E-myth Manager"
 102. "E-Myth" Gerber, Design of a well run business
 103. "E-myth" Gerber, Management systems; "All Works" Robert Allen Real Estate Wealth building; Jay Abraham, Many courses Tapes sets, PEQ live Lead the field, Earl Nightingale, Life Skills.Many others, I have read hundreds of books and listened to hundreds of tapes.
 104. "E-Myth" Gerber; "Systems Good to Great" Collins; "Business Modeling"
 105. "E-Myth". Gerber, Small Business; "Built To Last" Porras, Business Building
 106. "E-Myth" Gerber, Business Development; "Positioning" Ries & Trout; "Power of Strategic Thinking" Michael Robert, Strategic Thinking; "10 Commandments Building a Growth Company" Steven Brandt, Building a Growth Company
 107. "E-Myth" Michael Gerber, Business; "Multiple Streams of Income" Robert Allen, Personal finance
 108. Every How To book published in the last 5 years
 109. "Everybody Lives by Selling" – Alan Lord – UK – Personal Development; "See You At The Top" – Zig Ziglar – Motivational; "TreatiseThe Power of Positive Doing" – Ivan Burnell – Personal/Corporate Development
 110. Everything Jay Abraham; Michael Gerber, "Think and Grow Rich"; Networking to the Affluent; "Scientific Advertising". Gary Halbert
 111. "Everything You Can" Jay Abraham Strategic Marketing
 112. Fall back to your stuff consistently.
 113. First Break All the Rules Buckingham & Coffman new management paradigm. Working with Emotional Intelligence Goleman emotional competency in

Question 8. What Books or People Have Influenced Your Strategic Thinking?

- business. The 21 Irrefutable Laws of Leadership Maxwell leadership insights.
The Measures of Success Thor high performance
114. "First Things First" Stephen Covey, Time Management; "The Power to Influence" Anthony Robbins, Marketing Techniques; Jay Abraham All his info; "Rich Dad Poor Dad" –and all other Robert Kiyosaki books; Wealth Creation; "The Power of Property" Jan Somers, Property; "The Greatest Salesman in the World" Og Mandino; "Think & Grow Rich" Napoleon Hill, Positive thinking; "Mans Search for Meaning" Victor Frankl, Philosophy Unlimited; "Power" Anthony Robbins, Personal Development; "The Richest Man in Babylon" George Classon, Philosophy; "The Prophet Philosophy You Can Negotiate Anything" Herb Cohen, Negotiating; "The Path of Least Resistance" Robert Fritz, Personal Development; "The E Myth Manager" Michael Gerber, Business Development
 115. "First Things First" Steven Covey; Priorities "Being Digital" Nicolas Negroponte, Trends in future communications; "Global Paradox" John Naisbitt, Impact of the Information Age; "Blown to Bits" Philipp Evans, Impact of Information on Strategy
 116. "Focal Point" Brian Tracy, Clarity of Purpose
 117. "Focus" the 22 immutable laws of marketing, positioning Al Ries, Jack Trout marketing
 118. "Focus" Al Reis, marketing; "Position" Reis & Trout, Positioning; "Marketing Warfare" Reis & Trout Positioning; "22 Immutable Laws Of Marketing" Reis & Trout, Marketing; "The E-Myth" Michael Gerber, small business; "Preparing Instructional Objectives" Robert F Mage, reeducation; "Getting everything you can out of all you have got" Jay Abraham, Marketing; "Making A Million Dollars With Your Ideas" Dan Kennedy, Marketing; "The Art of War" Sun Tzu, Startegy; "Thick Face" Black Heart; Can't remember Chinese strategy
 119. "Focus" Al Reis, The need for organizational focus; Various Jay Abraham, Strategic marketing alternatives
 120. "From Good To Great" How good companies become great companies
 121. "Funny business"
 122. Gary Halbert, Jay Abraham, Bill Myers, Brian Keith Voiles, Jay Conrad Levinson, Caples,
 123. Generally bio's or autobio's by successful folks. Recent readings include: Soros on Soros Buffett, Richard Branson, "Losing my Virginity" "One Minute Millionaire" Hansen & Allen
 124. "Getting All" Jay Abraham, Business strategy; "You Want To Swim with the Sharks" Harvey McKay, Marketing; "What wining" Fran Takernton, Will to win taught me about loosing
 125. "Getting All You Can Get" Jay Abraham, marketing; Plus many tapes Guerilla tactics - Jay Conrad Levinson – marketing; "Mind Control Marketing.com" Mark Joyner, marketing; Robert Allen "Multiple Stream of Income" plus many tapes; Brian Tracy several books and many tapes; Ron Brooks "Brooks Physical Therapy"
 126. "Getting All You Can" Jay, "Marketing; Tony Robbins all his books
 127. "Getting All You Can" Abraham; You know! Tony Robbins, Zig Ziglar, Harvey MacKay
 128. "Getting Ev. You Can..", Jay Abraham, Marketing; "Personal Power", Tony Robbins, Personal Development; "DHE", Richard Bandler, NLP
 129. Getting Every. J Abraham Marketing & Business "Unlimited Power" A. Robbins Self help & Business; "Think & Grow Rich" N. Hill, Self Help; "7 Habits" Steven

Question 8. What Books or People Have Influenced Your Strategic Thinking?

- Covey, Self help & Business
130. "Getting Everything You Can" Abraham; "E-Myth Revisited" Gerber
 131. "Getting Everything You Can" Jay Abraham, Marketing (3)
 132. "Getting Everything You Can" Jay Abraham; "Accidental Salesperson" Chris Lytle
 133. "Getting Everything You Can out of all you've got", Jay Abraham, Strategy and Marketing; "How I raised myself", Frank Bettger, Salesmanship; "Failure To Success In Selling Market Driven Strategy" George Day, Strategic Marketing Processes for creating value; "Strategic Market Planning" George Day, Strategic Marketing; "The Pursuit of Competitive Advantage Marketing Management" Peter Doyle, Strategic Marketing & Strategy; "Endless Referrals" Bob Burg, Networking & Referrals; "25 Sales Secrets Of Highly" Steve Schiffman, Salesmanship effective salespeople
 134. "Getting Everything You Can Out Of All That You've Got" Jay Abraham; "Jump Start Your Business Brain" Doug Hall (2)
 135. "Getting Everything You Can Out Of All You've Got" Jay Abraham, Marketing; "Advanced Selling Techniques" Brian Tracy, Sales; "The 7 Habits Of Highly Effective People" Stephen Covey, Self Help
 136. "Getting Everything You Can Out Of All You've Got " Jay Abraham How to out-think, out-perform & out-earn the competition. This book began my mind travels toward the realization that strategy & tactics are different. "How To Get From Where You Are To Where You Want To Be" Jay Abraham has helped continue my journey. "One Minute Millionaire" Robert Allen & Mark Victor Hansen How to become a millionaire in one minute increments is also influencing me.
 137. "Getting Everything You Can Out Of All You've Got" Jay Abraham, Marketing The Experience Economy; "Work is Theatre & Every Business A Stage" Joseph Pine II & James H. Gilmore, Marketing; "The Deviant's Advantage" Ryan Matthews & Watts Wacker, Marketing; "Dream 100 Concept" Chet Holmes; "Think and Grow Rich", Napoleon Hill; Fran Tarkenton; Interviews with Jay Abraham; "Strategy of Preeminence" Robert Allen & Mark Victor Hansen; "One Minute Millionaire" Infopreneuring; "Awaken the Giant Within" Tony Robbins; "Long Walk To Freedom" Nelson Mandela, Persistence in the face of seemingly insurmountable obstacles; "Psychology of Achievement" & other tapes & books by Brian Tracy
 138. "Getting Everything You Can Out of All You've Got", Abraham, Marketing; "Winning with the P & G Way" Decker, Marketing
 139. "Getting Everything You Can out of All You've Got" Jay Abraham; "Unlimited Power", "Awaken The Giant Within" Anthony Robbins; "Think and Grow Rich" Napoleon Hill
 140. Getting everything you can.... Jay
 141. "Getting Everything you can" Jay Abraham, Money making secrets of Marketing genius; "How To Develop A Six Figure Income In Real Estate" Mike Ferry
 142. Getting Everything you have out of ... Jay Abraham
 143. Getting Everything you want - Jay Abraham, Magic of thinking big; "Think and Grow Rich" The Bible
 144. Getting Everything..Jay Abraham, Out-thinking the competition; "Focal Point" Brian Tracy, Focusing one's efforts
 145. Getting everything you Jay Abraham; "Differentiate Or Die" Jack Trout, Marketing; "Focus" Al Ries & Jack Trout; Marketing "Mastering The Rockefeller Files" Verne Harnish, Strategy
 146. "Getting The Most Out Of All You Have" Jay Abraham; "Execution" Michael

Question 8. What Books or People Have Influenced Your Strategic Thinking?

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147. Getting Jay, Marketing Strategies; "Swim with the Sharks" MacKay, Business Strategies; "Customer Relations" Tony Robbins, Self Improvement
148. "Good To Great" James Collin, ABOUT EXCELLENT
149. "Good To Great" Jim Collins, Companies that for the last 15 years have consistently beaten the market; "McDonald's Behind the Arches" John F. Love; "The E-Myth" Michael Gerber; "The E-Myth Contractor" Michael Gerber
150. "Good to Great"-Jim Collins; "Seven Basic Habits"-Stephen Covey
151. "Good to Great"; "Think and Grow Rich"; N. Hill; The tape by the guy who says to work On the business, not In the businesss
152. "Good to great"; "Who Moved My Cheese"; "TEC"; "Road Less Traveled"; "4 Gospels"; "7 Habits"; "Emyth"; "Value Pricing"; "Swim with the Sharks"; "Margin the Overload Syndrome"; Tony Robin's tapes; Jay's tapes; "Working with Emotional Intelligence"
153. "Growing a Business" Paul Hawken, Entreprneuring in Small business; "Selling the Dream" Guy Kawasaki, Entrepreneuring in Small business; "Drive Crazy Your Competition" Guy Kawasaki; "The Wizard of Ads" Roy Williams; "Secret Formulas of the Wizard of Ads" Roy Williams; "Magical Worlds of the Wizard of Ads" Roy Willams; Jay Abraham's "Stealth marketing"
154. "Guerilla Marketing"; "Ogilvy on Advertising"; "Rich Dad, Poor Dad"; & several others in that Series; "One Minute Millionaire"; "Net Words" Nick Usborne; "Focus" Al Reis; "Being Direct"; "Making Advertising Pay" Lester Wunderman; "Selling Anything" Tom Hopkins; "The Tipping PointTechnotrends" Daniel Burris; Napoleon Hill Tapes; "Multiple Streams of Income" Bob Allen
155. "Guerrilla Marketing"-Jay Conrad Levinson, Marketing; "Stealth Marketing"-Jay Abraham,-Marketing; "Wizardry and Ideas Marketing"- Phillip Kotter, Marketing
156. "Gung Ho" Sandler Carnegie
157. "Guerilla Marketing"
158. Guy Kawasaki
159. Harvard Business Publications; Abraham; Holmes
160. Have not had a chance to read them yet and your book is one I want to read.
161. Haven't read any.(2)
162. Haven't really studied much strategic thinking material
163. "Holy Bible" "The Greatest Salesman In the World" Og Mandino; "Who Moved My Cheese?"; "Thinking Grow Rich" Napoleon Hill; Chet Holmes; Jay Abraham
164. "Holy Bible" God Really big picture
165. "How I Lifted Myself Up by Sales", "Better Sales", "No BS Sales" Kennedy.
166. "How To Get Ahead In Business" ProfessorTom Green Compilation of business strategy that work; "Competing for the Future" Hamel & Prahalad, Competitive Advantage; "The Core Competence of the Corporation" Hamel & Prahalad, What is your choke hold on the competition; "The Art of War" Sun Tzu, Military Stragey applied to business; "Competitive Strategy" Michael Potter, Techniques for Analyzing Industries and Competitors; "Business @ the Speed of Thought: Succeeding in the Digital Economy", Bill Gates; Bill Gates, "Thoughts on creating a digital world Hard Drive", How Bill Built Mircosoft; "The Deming Management Method", Mary Walton, How Japan used these methods guarantee quality; "The E Myth" Michael Gerber, Using systems to run your business; "All I Really Need to Know I learned in Kinderarten" Robert Fulhum, Uncommon thoughts on common

Question 8. What Books or People Have Influenced Your Strategic Thinking?

- things; "The 7 habits of Highly Effective People" Stephen Covey, How to get more done in less time and energy; "Gurellia Marketing" Jay Conrad Levison, How to out think your competition without out spending them
167. How to get all you can from all you've got, Jay Abraham; "Guerilla Marketing" Jay Levinson; "Strategic Marketing" Trout & Ries; "High Efficiency Selling" Stephan Schiffman; "SPIN Selling" Neil Rackem; "Protégé Series" Jay Abraham; "Million Dollar Internet Marketing" Jay Abraham; "Exponential Growth Seminar Series" Jay Abraham
 168. How to get.... Jay Abraham; "100 Laws Of Sales Success" Brian Tracy "Success Ultimate Selling Power" Dr. Moine & Dr. Lloyd Sales success
 169. "How To Win Friends and Influence People", Dale Carnegie, Self Help; "How I Raised Myself From Failure To Success In Selling", Frank Betcher, Sales Techniques
 170. "How To Win Friends and Influence People" Dale Carnegie; "Advertising" John Caples; "Jump Start Your Brain" Doug Hall; Many others
 171. "How To Win Friends"-Dale Carnegie
 172. "How to Write Speak & Think More Effectively" Rudolf Flesch, Writing & speaking in simple language; All books by Robert Fulgham, Simple approaches everyone can understand and implement; Jay Abraham, No "books" as of yet but purchased the home study for the Mastermind Marketing Summit; "The Art of Possibility" Ben & Rosamund Zander, Seeing possibility; "Good to Great" Jim Collins; "Now Discover Your Strengths" Marcus Buckingham, Strengths management
 173. How to..Jay A.; Marketing Ultimate Mkt. Plan, Dan Kennedy; Business Mktg, Guerilla Mkt.,Levins; on Mktg., Winning Through Intimidation, Ringer, Business
 174. I can't think of any right now. I have read more production enhancing books than anything else. Sales, Kaizen production methods, etc.
 175. I cannot recall any books that I've read that have influenced any strategic thinking.
 176. I cannot think of any at this time
 177. I do not recall any offhand.
 178. I have read and digested numerous books on leadership and marketing over the past 20 years
 179. I have read several dozen articles and ebooks by a lot of authors in all areas of marketing. I just can't seem to but it all together.
 180. I have thousands of books here since 1979 and yes I have read them all including Jays "Get all you", 3 rooms full I have every major training corporation's program i.e Xerox Learning Systems, Wilson learning, Zinger Miller etc I use to design custom role-play I have every thing ever written on Neuro Linguistic Programing I am an expert in the field
 181. I read & studied many marketing books & courses. Some books were required reading & others I wanted to read & pick up new ideas & approaches.
 182. I recently subcribed to different ezines, like Jim Rhon's, brian Tracey's, Yours & others. I have also attended to seminars by speakers like Miguel Angel Cornejo & Alex Dey. They are very well known in México.
 183. I suppose almost everything that I study has an influence. Some that stand out in my mind are the works of Napoleon Hill, Jay Abraham, Dan Kennedy, Denis Waitley, Brian Tracy and a number of my own clients.
 184. I've read almost everything by Al Ries & Jack Trout. Besides them I haven't been

Question 8. What Books or People Have Influenced Your Strategic Thinking?

- able to find anyone else good at strategy.
185. "Ideavirus" Seth Godin, marketing; "Usability" Jakob Nielsen, Usability; "Eat the Frog" Brian Tracy, Efficiency; (plus tons of other Brian Tracy books)
 186. "In Hostile Territory" Gerald Westerby, The business secrets of a mossad combatant
 187. "In Search of Excellence" Peters; "Born To Lead"
 188. "Influence" Dr. Robt Cialdini; "Strategic Influence" Tony Robbins; "The Power to Influence" Tony Robbins; "Ad Magic" Brian Voiles; "Marketing Genius" Jay Abraham; "Persuasion" Roger Dawson; "Getting All You Can Out of All You Got" Jay Abraham
 189. "Influence" Cialdini, Influence; "Think and Grow Rich" Schwartz, Attitude
 190. Initially, playing chess with my father's best friend, Norman Vincent Peale, "The Power of Positive Thinking" Napoleon Hill; "Think and Grow Rich" Earl Nightingale's tapes; W. Edward Demmings
 191. "Insider Secrets To Marketing On The Internet" Corey Rudl Internet marketing; "Money-making Secrets of Jay Abraham" Jay Abraham, Marketing; "Awaken the Giant Within" Anthony Robbins, Self improvement
 192. "Insiders Secrets To" Corey Rudl, Internet Marketing; "Marketing Your Business On The Internet" "Money-Making Secrets" Jay Abraham, et. al. Marketing of Marketing Genius Jay Abraham and Other Marketing "Wizards Mind Control Marketing" Mark Joyner, Marketing
 193. J Abraham "Get everything you can with everything you have"
 194. J. Abraham (9)
 195. J. Abraham; T. Robbins
 196. "Jack" Jack Welch, Business; "21Refutable Laws of Leadership" John Maxwell, Leadership; "Think and Grow Rich" Napoleon Hill; Bill Gates; Warren Buffett; Ray Kroc
 197. Jack Ries, Al Trout, Kotler, Jay Abraham: Marketing
 198. Jay (4)
 199. Jay (of course), Gary Halbert,
 200. Jay Abraham, Dan Kennedy, Tony Robbins
 201. Jay Abraham "Getting Everything You Can Out of All You've Got"; Cory Rudl "Marketing tips.com"; "Planet Ocean.com"
 202. Jay Abraham, "Mr.X Book"
 203. Jay Abraham, Business Optimisation "Getting Everything You Can Out Of All You've Got"
 204. Jay Abraham, Everything; "E-Myth" Michael Gerber, Systemization of businesses; "Now Discover Your Strengths" Buckingham & Clifton, How to develop your unique talents and strengths & those of the people you manage
 205. Jay Abraham "Guarantees & bonding"; "At the top" Zig Ziglar; "State of the Art selling" Barry Farber; "Selling to Vito" Tony Paranello, Getting to the decision maker
 206. Jay Abraham, "Getting everything you can out of all you've got", Marketing etc.; Jay Conrad Levinson, "Guerilla marketing books"(3), Marketing; many other books on leadership and management.
 207. Jay Abraham, "MMT Training"; "New Culture of Desire" Melinda Davis "Mastery" George Leonard

Question 8. What Books or People Have Influenced Your Strategic Thinking?

208. Jay Abraham (many different audio CDs/cassettes); Anthony Robbins (many different audio CDs/cassettes); Zig Ziglar (many different audio CDs/cassettes)
209. Jay Abraham and Chet Holmes
210. Jay Abraham and the sales and marketing professionals he references. t
211. Jay Abraham books on Marketing; "Good to Great" Jim Collins
212. Jay Abraham, Books, Reports, Articles, Audio; Kennedy, Books, Dr Jeffery Lant, John Caples
213. Jay Abraham has really opened our eyes. I've been reading the books by Tom Peters as well as some motivational books by the greats Jim Rohn, Tony Robbins. We've been reading sales books by Jeffrey Gitomer
214. Jay Abraham "Marketing"; Bob Serling "Marketing"; Jim Edwards, "Internet Marketing"; Yanik Silver; "Internet Marketing", Terry Dean.
215. Jay Abraham thru multiple media including emails, home study courses, books. Also Dr. Singer, who is a chiropractic consultant and who has develop many new patient generating tactics.
216. Jay Abraham, Brad & Alan Antin, Ted Nicholas, Dan Kennedy, Joe Vitale, Robert Cialdini, Joe Sugarman, Robert Allen
217. Jay Abraham, Brian Tracy, Mike Ferry.
218. Jay Abraham, Brian Tracy, Peter Thomson, Robert Clay
219. Jay Abraham; Chet Holmes; General Programs; Jim Collins's "Good To Great"; "Building a company through strategy" Doug Dayton; "Total Market Domination"
220. Jay Abraham, Chet Holmes, Michael Gerber, Ken Blanchard, Tony Robbins, Claude Hopkins, Eliyahu Goldratt, Earl Nightingale, Dan Kennedy, Spencer Johnson, Brian Tracy, Dale Carnegie, Y2M marketing, The Holy Bible and many more.
221. Jay Abraham, Dan Kennedy and Mike Ferry
222. Jay Abraham, Joe Sugarman, Tony Robbins, Mark Ford, John Carlton, Gary Halbert, Bob Bly, Dan Kennedy, Paul Hartunian, Chet Holmes and Maria Veloso....on the subject of copywriting, marketing, free publicity, business and peak performance
223. Jay Abraham, Peter Drucker
224. Jay Abraham, Tony Robbins, Dan Kennedy, "Early to Rise" author, Brian Tracy
225. Jay Abraham, when I saw him in a live seminar in Melbourne
226. Jay Abraham, Woody Martin (South African: international sales trainer /motivator for the Rembrandt Tobacco Co – one of the blue chip corporate groups in South Africa), Robin Elliott – Vancouver based marketing & business consultant and strategist
227. Jay Abraham. Audio tape series "Your Secret Wealth".
228. Jay Abraham: anything I can get my hands on of Jay's!, Chet Holmes I own a copy of the PEQ videos.I've been influenced by many others, although not so directly on strategy. I've also been heavily influenced by Robert Kiyosaki's concept of "Cash Flow Quadrants" and Michael Gerber's "Working ON the business rather than IN the business." many others, too. But not marketing per say.
229. Jay Abraham's Mastermind Seminar; Jay Abraham, "Marketing Strategy"; "Think & Grow Rich" Napoleon Hill, Winning Mindset "How to Write Advertising that Sells" Clyde Bedel, Advertising; "The Double Win" Dr. Dennis Waitley, Business Strategy; "What They Don't Teach You at Harvard Business School" Mark H.

Question 8. What Books or People Have Influenced Your Strategic Thinking?

- McCormack, Business Strategy; "The Circle of Innovation" Tom Peters, Business Strategy
230. Jay Abraham, Art Sobczak, Ben Feldman, Chet Holmes, Gary Halbert, Len Foley, Jeff Dobkins, Mike Enlow, Melvin Powers, Robert Collier, Tony Robbins, Jay Levinson
 231. Jay Abraham, Bob Proctor
 232. Jay Abraham, Business Break Throughs" Harry Friedman; "No Thanks, I'm Just Looking" & "On The Floor" newsletter?"; "The E-Myth"
 233. Jay Abraham, Charles Lewis, Many others - I've read hundreds of books on marketing.
 234. Jay Abraham; Chet Holmes
 235. Jay Abraham; Chet Holmes; Ken Blanchard
 236. Jay Abraham; Chet Holmes; Bob Proctor; Brian Tracey; Napoleon Hill
 237. Jay Abraham; Chet Holmes; Brian Tracy; Sun Tsu, "Art of War"
 238. Jay Abraham; Chet Holmes; Moine & Lloyd; Ultimate Selling Power; Sandler Selling System
 239. Jay Abraham, Clauswitz resource development and deployment Marine Handbook understanding of competition, coordination and application of tactics to strategy; Napoleon Hill focused thinking and visualization, mastermind formation; Joe Karbo direct response; John Rockefeller integration and market domination; Andrew Carnegie integration; Thomas Edison focus thinking; Cargill trading; Glen Taylor comarketing and networking
 240. Jay Abraham, Dan Kennedy, Cory Rudl, David Sandler, Jeffry Lant
 241. Jay Abraham, Dan Kennedy, Robert Kiyosaki, Barbara Corcoran
 242. Jay Abraham, Dan Kennedy, Zig, Kevin Davis, Chet Holmes, Joe Polish, Joe Sugarman, Ron Legrand, Jay Conrad, Levinson
 243. Jay Abraham, David Ogilvy, Mike Vance, Todd Duncan, Chet Holmes
 244. Jay Abraham, Dennis Waitley, Anthony Robbins, Robert Kiyosaki, Ed Strachar
 245. Jay Abraham, "Discipline of market leaders". Wiersma and Tracey, Michael Porter, Geoffrey Moore
 246. Jay Abraham, "E Myth revisted" Michael Gerler; "Increasing Your Leadership Confidence" Bob Biehl
 247. Jay Abraham, Gary North, Dan Denning, Dr. Billy Graham
 248. Jay Abraham, General Marketing; Corey Rudl, Internet Marketing; Joe Vitale, Outrageous Marketing
 249. Jay Abraham, Jack Welsh, Christopher Robbins
 250. Jay Abraham, Jim Cook
 251. Jay Abraham, Ken Evoy, Jim Daniels, Dan Poynter
 252. Jay Abraham, Marketing; Anthony Robbins, Motivational and self improvement; David Singer, Chiropractic practice management; Paul Zane Pilzer, Marketing and Industry; Robert Kiyosak, Investing and Thinking; Rich Russ Whitney, Building Wealth; Brian Tracey, Motivational and self improvement; Warren Buffet, Investing; L Ron Hubbard, Management and self improvement
 253. Jay Abraham, "Marketing Mindset"; Deming, "Quality Mangement"; Gerber, "E-Myth"; Napoleon Hill, "Think and Grow Rich"; Robbins Tapes, books & seminars; Treacy & Wiersema, "Discipline of Market Leaders"; Buffett; Various Senge Learning Organization

Question 8. What Books or People Have Influenced Your Strategic Thinking?

254. Jay Abraham "Marketing"; Mark Victor Hansen "Success Principles"; Steven Covey "Success Principles Y2 Marketing Marketing"; Thomas J. Stanley Marketing; Tad James Training, NLP Robert Allen, Income; Jim Rohn "Success Principles" Bill Harris; "Brain wave Tech." Brian Tracy, Business Strategies
255. Jay Abraham, Marketing; Peter Lowe Presentations; Dan Kennedy, Sales letters; Brian Tracy, Marketing; Zig Ziegler, Motivation; Bill Gates, Strategy; Warren Buffet, Finance; Jay Levinson, Marketing
256. Jay Abraham, Marketing; Ridk Crandall, "Marketing Magic"
257. Jay Abraham, Marketing; W. Edwards Deming, Quality Management; Norman Pearson, Leadership
258. Jay Abraham, "Mastermind Marketing"; "Summit Principles of Guerilla Warfare" Mao Tse Tung; "Strategy" Barbara Windham Windham Associates
259. Jay Abraham, "Mastermind Marketing Training Program"; Brian Tracy, "How to master your time"
260. Jay Abraham, Michael Gerber, Chris Newton
261. Jay Abraham, Michael Gerber, Tony Robbins, Stephen Covey
262. Jay Abraham, MMT 2002 (this is the first time I was really exposed to this concept) Chet Holmes, MMT 2002 "Faster than the speed of" Paul Lemberg Management change "Leadership and the art The Arbing Institute Psychology of Self-Deception"
263. Jay Abraham, "Money Making Secrets"; John Caples, "Tested Advertising Methods"; Claude Hopkins, "Scientific Advertising & My Life in Ad"; Harry Beckwith, "Selling the Invisible"; Al Ries, Jack Trout, "Positioning"; "22 Immutable Laws of Mktg"; Brad Sugars; "Instant Cashflow"
264. Jay Abraham, Paul Gorman, Brad Sugars, Joe Sugarman, Ted Nicholas, Claude Hopkins, Marcus Buckingham, Shelle Rose; CharvetRobert, Cialdini, Tony Robbins, Dale Carnegie, Chet Holmes, Mike Bash
265. Jay Abraham, Reis & Trout, Gary Halbert, "Product Strategy" Michael Mc Grath; "Accelerating Innovation" Patterson; "Guerrilla Marketing" Jay Conrad Levinson; The Robert Collier Book; Howard Shenson on Consulting; Bob Bly on advertising & PR
266. Jay Abraham, Rene Gnam, John Caples
267. Jay Abraham's books and tapes have been very useful. A book that I found enlightening years ago, but not sure if it has influenced my statagic thinking is "Psychopictography" Vernon Howard.
268. Jay Abraham's stuff; "Attracting Perfect Customers" Stacey Hall & Jan Brogniez; "Multiple Streams of Income" Robert Allen; "The One Minute Millionaire" Mark Victor Hansen & Robert Allen; "Business Mastery", Sherrie Sohnen-Moe; Marketing for personal-service businesses; "Bodyworkbiz.com" Ken Envoy, marketing for massage therapy; "Give to Get", Ken Envoy
269. Jay Abrahams, Brad Sugars, Michael Gerber, Stephen Covey
270. Jay Abraham, Scott Hallman
271. Jay Abrahams, Marketing; "Good to Great" Jim Collins, Why a few companies do great; "The Essential Drucker" Peter Drucker, Business effectiveness solution; "Selling" Mike Bosworth, Selling complex solutions; "You Can't Teach A Kid to Ride a Bike at a Seminar" David Sandler, An excellent selling methodology; "Distribution Inventory Management" Gordon Graham, Effective distribution; "Prospecting your Way to Sales Success" Bill Good, Effective Prospecting; "Selling to VITO" Anthony Parenello, Effective Exec Selling Essential; "Buffet"

Question 8. What Books or People Have Influenced Your Strategic Thinking?

- Robert Hagstrom, Insight how Warren Buffet invests; "They Call Me Coach" John Wooden, Competitive Greatness; "The Bible" Many authors, People, Values, and Behavior There are more
272. Jay Abraham, Steve Moeller, "Effortless Marketing", Dr. Thomas Stanley marketing, networking; "Selling to the affluent" Michael Gerbger,-Seminar; Napoleon Hill; "Think and grow rich" Bruce Wright, "The Wright Exit" strategy/strategic alliances
 273. Jay Abraham, Steve Pipe, Mark Mc Cormack, Sun Tzu, John Courtis, David Maister, Dozens of articles over the last 15 years
 274. Jay Abraham, "Mastermind Marketer home study"
 275. Jay Abraham, "The E-myth" Jay Levinson with his Guerrilla Marketing books
 276. Jay Abraham; "The Tipping Point", Gladwell, Incremental to Mass Marketing; "The Power of Flow" Belitz, Synchronicity/Meaningful Coincidence; "The Power of Focus" Canfield/Hansen; "Multiple Streams of Income" Allen
 277. Jay Abraham, Tony Robbins, Cory Rudl, Elizabeth de Vulpillieres
 278. Jay Abraham, Tony Robbins, Robert Cialdini, Dan Kennedy, Gary Halbert
 279. Jay Abraham, Various Marketing; Brian Tracy, Various Achievement; Bill Myers, Various Product development and marketing
 280. Jay Abraham "Your Marketing Genius"
 281. Jay Abraham; Jim Rohn, "Leading an Inspired Life"; Jack Canfield "The Aladdin Factor", Earl Nightingale; "Lead the Field", Brian Tracy; Zig Ziggler; Robert Kiyosaki, "Rich Dad Poor Dad" series; Robert Allen "Multiple Streams of Income"; Mike Litman, "Conversations with Millionaires"; James Allen "As a Man Thinketh"
 282. Jay Conrad Levinson; "Guerilla Selling", All Jay Abraham; Alan Weiss & Robert Middleton books
 283. Jay, Jim Rohn, Earl Nightingale, Dennis Whately, Anthony Robbins and N. Hill, Various books on Generals thru the ages and Financial works.
 284. Jay's book & materials; "22 Imutable laws of marketing" AL Ries & Jack Trout; "Positioning" as above; "Branding" Al Ries; "Focus" Al Ries; "The revegene of brand X" Rob Frankel; "Circle of Innovation" Tom Peters (& his free slides at his site); "The disciple of the market leaders" Fred Wiersema; "Jump start your business brain" Doug Hall; Chet Holmes, Michale Porter, Sergio Zyman, & countless others whose articles I read. Also self help stuff on being true to your essence.
 285. Jay's Book "Getting all you can"
 286. Jay's book has opened up my eyes. I have just ordered a book on cosultative marketing.t
 287. Jay's courses and books
 288. Jay's work; "The Mr. X book; the "Your Secret Wealth" tape set]. "Bloomberg by Bloomberg" Michael Bloomberg. I read this book in 1997 or 1998, and he gave a lot of advice that really ran contrary to the "dot-com" prevailing wisdom of the day; the bursting of the dot-com bubble has proven him correct. He said to steer clear of venture capitalists, etc. He also talks about one John Aubert, whose book "Sinkers" was THE reference for sinking-fund data. Some report from Howard Anderson of The Yankee Group, who said that the economy of the 21st century would comprise four groups attackers, defenders, arms merchants & customers. Arms merchants sell to all of the other three. Paco Underhill's "Why We Buy: The Science of Shopping." Underhill is interested in shopping habits the way that Aubert is interested in sinking-fund data & I'm interested in sports team

Question 8. What Books or People Have Influenced Your Strategic Thinking?

- probabilities. Seth Godin, various works involving the Internet. These works have influenced my mindset ... whether they've influenced my strategy is probably open to critical interpretation.
289. Jay, Daniel S Perna, Tony Robbins, Robert Allen
 290. Jay, Marketing; Jay Conrad Levinson, Marketing; The E-system guy (forgot name)
 291. Jay, Robert Cialdini, Levinson, Doc Severs, Cluetrain Manifesto
 292. Jay, Walter Sanford Real Estate author
 293. Jim Rohn, Anthony Robbins, Brian Tracy, Jay Abraham, Jay Levinson
 294. John Burley, Seeing opportunities, generate passive income; "Rich Dad, poor dad" R. Kiysakias above
 295. John Finn - personal friend from years ago when I just graduated from college. He introduced me to Jay Abraham & the concept of direct mail writing. Jay Abraham - common sense marketing principles that are strategic & work Bob Allen -- multiple streams of income concept & marketing book concepts re: "One Minute Millionaire" (w/ Mark Allen) Robert Kiosoky "Rich Dad, Poor Dad" first book that made sense to me regarding money Dick Lyles just met him. powerful strategic and people-oriented thinker (CEO of Ken Blanchard companies & author in his own right. EXCELLENT speaker and thinker!! and very nice too.)
 296. John Kalench, Randy Gage, Jay Abraham
 297. "Jump Start Your Business Brain" Doug Hall; Creativity; "Master Key to Success" Haanel Goals, Achievement Several of Jays publications, tapes, etc
 298. Jump Start Your Business Brain- Doug Hall- Marketing Strategy
 299. Kevin Scholes "Exploring Corporate Strategy"; Jay Abraham, Mintzberg, Gerry Johnson
 300. Larry Klein NF Comm Tom Gau Million Dollar producer Effortless marketing for financial services; "Professional Development Program", Merrill Lynch Training; "IMedia Pro", Steve Anderson; Nick Murray Seminar; Dan Kennedy, "Mother of all Systems", Just Received
 301. "Lateral Thinking", Edward De Bono, Management thinking
 302. "Law of business success", Brian Tracy, mind set, marketing; "Multiple streams of income", Robert Allen, marketing
 303. "Leading the Revolution", Gary Hamel; An Action Plan for Transforming Companies into Industry Revolutionaries; "Improving Customer Satisfaction, Loyalty, and Profit", Michael D. Johnson & Anders Gustafsson, An Integrated Measurement and Management System; "Six Sigma", Mikel Harry, Ph.D., & Richard Schroeder, The Breakthrough Management Strategy Revolutionizing the World's Top Corporations; "Keeping the People Who Keep You in Business", Leigh Brandham, 4 Keys to Hang On to Your Most Valuable Talent; "Brand Asset Management, Scott Davis, Driving Profitable Growth Through Your Brands," "Loyalty Rules", Frederick F. Reichheld, How Today's Leaders Build Lasting Relationships.
 304. "Lean Thinking" James Womack, Lean Manufacturing Techniques
 305. Levinson, "Guerilla" marketing/sales
 306. "Life Management" Meynert; "Psychology of achievement", Dick Tracy
 307. "Listening for success", Steve Shapiro; "The four quadrants", R Kiyosaki; "The best you can be in MLM", J Kalench; "Think and grow rich", Napoleon Hill
 308. Love Jay's work - although I'm certain he wouldn't want that to get out based on

Question 8. What Books or People Have Influenced Your Strategic Thinking?

- our current results! Gerber is good – and anything by Tony Robbins – although that doesn't relate specifically to this question I'm sorry...
309. "Low Profile Selling" Tom Hopkins; Sales; Jim Rohn, Brian Tracy
 310. M Gerber, "E Myth"
 311. "Magnetic Marketing", Dan Kennedy, Direct Mail Marketing Methods.
 312. Maharishi Mahesh Yogi, Michael Gerber, Jay Abraham, Wattles, Napoleon Hill, Magic of Thinking Big (forgot author), Hopkins (Jay's favorite), Chopra, others whom I can't think of now. t
 313. "Managing by results" Peter Drucker General Management; "Marketing-Management" Philip Kotler, General Marketing; "Managing complex systems" Fredmund Malik, System oriented Management
 314. many,many Harvard Business Review articles over many years
 315. Marketing By Cotler; Learning about Jay ABraham
 316. Marketing Management Kotler, Philip
 317. "Marketing Management", Kotler, Marketing; "Radical Marketing", Marketing; "PEQ", Jay Abraham, Total Management; "Richard Branson Autobiography", Focal Piont; Brian Tracy, Marketing/Management
 318. "Marketing Warfare", Al Rees & Jack Trout; "Positioning", Al Ries & Jack Trout; "22 Immutable Laws Of Marketing", Al Ries & Jack Trout; "The Alchemy Of Growth", Baghai, Coley & White
 319. "Marketing Your Services", Anthony Putman, Marketing; "Selling The Invisible", Harry Beckwith, Marketing; "The Invisible Touch", Harry Beckwith, Marketing; "Getting Everything", Jay Abraham, Marketing
 320. "Mastermind Marketing", Jay Abraham, marketing strategies, tactics; "Secrets of Mktg Genius", Jay Abraham, strategy & tactics for business & mktg; "One Minute Millionaire", Hansen, designing personal & business life for financial success; "Life & Wealth Mastery", Tony Robbins, financial freedom & living with passion; "Masterclass Art Seminar", Bill Herring, pre-eminence; "Mastering art subject & media", Carl Bindhammer, model of a working & teaching art studio
 321. Michael Gerber, "The E Myth", Business Organization and Logic; Aries & Jack Trout, "Positioning, the battle for your mind", Marketing; Paul Hawken, "The Ecology of Commerce", Business Responsibility; Carl Sewell, "Customers for Life", Customer Service
 322. Michael Jans and Dan Kennedy
 323. Michael Porter
 324. Michael Porter, "Competitive Strategy"; "Fundamentals of Marketing", Prof Malcolm McDonald
 325. Michael Porter (several books) Harvard professor; Alan Weise, Several books on consulting; Peter Drucker, several books; Dr. Deming; Dr. Juran; Steven Covey; Tom Peters, several books; Mintzberg Management Kotler, "Marketing The Fifth Discipline", And numerous other books (I am an avid reader)
 326. Michael Porter; Jay Abraham; Chet Holmes; Brian Tracy; Robert Allen; Peter Drucker
 327. Michael Potter - "Competitive Advantage"
 328. Michael Gerber, "E-Myth"; Brian Tracey, Goals & personally devel; Anthony Robbins, Personally development; Jay Abraham, Marketing
 329. Mike Dooley; Wallace Wattles; MJ Rose; Buzz your Book

Question 8. What Books or People Have Influenced Your Strategic Thinking?

330. Miller-Heiman, "Strategic & Conceptual Selling"
331. "Million Dollar Consulting", Alan Weiss, Innovative ways to maximize the clients desire to pay you more for your products; "Leading Change:", John Kotter, How to position your company in a rapidly changing world; "Sustaining High Performance," Stephen Haines, the strategic transformation to a customer focused learning organization – building a useful strategic approach
332. "Million Dollar Mailings", Denny Hatch, Direct Mail Control Pieces; "Method Marketing", Denny Hatch, Marketing Strategy and Orientation; "The Ultimate Salesletter", Dan Kennedy, Copywriting
333. Misc. Jay Abraham; You know'm all, right?; "7 Habits...", Stephen Covey; "Effect", Johann Olav Koss (Olympic skating champion); Scot McNealy, CEO Sun Microsystems, "Can you learn a caterpillar to fly?" Kees van Zijtveld (Dutch only); "Flow, and the art of business", Kees van Zijtveld (Dutch only); "The Gorilla Game", Geoffrey Moore; "Power Base Selling", Jim Holden; "At Home In The Universe", Stuart Kauffman; "Out of Control", Kevin Kelly; "New Rules for the New Economy", Kevin Kelly
334. MLM BigFish Joe Schroeder "Funded Proposal"
335. "Money making Secrets of Marketing Genius", Jay Abraham
336. "Money making secrets", Abraham
337. "Money Making Secrets", J. Abraham, Marketing; "Thinking Big", Brian Tracy, Developing personal/business Strategy; "Success Mastery Academy", Brian Tracy, Self-Development; "Strategic Management, Thompson, Business Strategy
338. "Money Making Secrets", Jay Abraham, Marketing; "Porter's Five Forces", Michael Porter, Strategic Management; "Buffet", Warren Buffet, Investing; "Who Moved My Cheese", Management; "One Minute Manager", Management
339. "Money-Making Secrets", Abraham, Guide to Wealth and Fortune; "The ultimate Sales Letter", Kennedy, Boost your sales with powerful sales letters; "The Copywriter's Handbook", Bly, Guide to writing copy that sells; "Tested Advertising Methods", Caples/Hahn, How to write and scientifically sell Triggers; "J. Sugarman", Tools to motivate, influence and persuade
340. "Monopolize your Marketplace", Earle/Harshaw; "Separate your business from the competition. Then eliminate them"
341. Most of the greats I have maintained my own reference library of book/videos and tapes as a back up to my activities over many years.
342. Most recent: Rob LeBow and Randy Spinner, "Accountability; Freedom and Responsibility Without Control" – How to get people to accept responsibility and "own" their work - central message for my work; Jim Collins, "Good to Great; Why Some Companies Make the Leap -- and Others Don't", Gained better understand what I do – and do not – have to offer to a client; Edgar Schein, "Process Consultation Revisited", Building the Helping Relationship, Schein's work has been seminal to the formation of my thinking. Now, I am looking for ways to market the concepts.
343. "Multiple Streams of Income", Robert Allan, internet marketing; "Internet Marketing Course:", Corey Rudl, internet marketing
344. My father; Jay Abraham; Cory Rudl; Yanik Silver; Robert Middleton; Wayne Dyer
345. My Great Uncle who combined individual diaries to form the first combined diary in Australia, back in the 1930's. Although this company has long been out of the family, it is now the biggest diary in Australia.
346. My lecturer of strategic marketing when studying in the USA- Dr. Lowe from the

Question 8. What Books or People Have Influenced Your Strategic Thinking?

University of north Carolina, Greensboro

347. "My Life in Advertising", Claude Hopkins, Marketing; "Preemptive advertising. Scientific Advertising", Claude Hopkins, Advertising; "Ogilvy on Advertising", David Ogilvy, Advertising that works; "Advertising Secrets of the Written Word", Joe Sugarman, The breakdown or templates to writing an ad; "Direct Marketing", Edward Nash; "One Minute Millionaire", Mark Victor Hansen & Robert Allen; Building a Team; "Getting Everything you can out of all you've Got", Jay Abraham, All the grounding materials and those received at the Mastermind training and the tapes from the event.
348. My strategic thinking is heavily influenced by the internal IBM Management Training; How to think like a CEO, Business Strategy; How to act like a CEO, Business Strategy; How to become a rainmaker, Marketing; KPI for the CEO, Controlling
349. "My life in advertising", Hopkins Marketing; "Scientific Advertising", Hopkins Marketing; "Jack", Jack Welch, Leadership, Strategic thinking; "Elephants Can't Dance", Gertsner Leadership, Strategic thinking "How to get..", Abraham Marketing; + loads of other books on sales, marketing, leadership, NLP, direct mail, copywriting including the classics such as "Think & Grow Rich"
350. "The Ultimate Marketing Plan", Dan Kennedy
351. Napoleon Hill, "Think and Grow Rich"
352. Napoleon Hill, "Think and Grow Rich"; Dale Carnegie, "Stop Worrying and Start Living"; NeoTech Wallace, "The Bible Leadership Principles and Faith"; Les Brown, "It's in your Hands"; Rudolph Giuliani, "Leadership"; Tony Robbins, "Awakening the Giant Within"; Dr. Robert Muller, "Ideas and Dreams for a Better World", Rotary International Avenues of Service
353. Napoleon Hill
354. No single book stands out.
355. None (4)
356. Norman Vincent Peale; Steve Covey; Tony Robbins; Stan Rapp; Jay Levinson; Jay Abraham
357. "On Competition", Michael Porter; "Positioning/New Positioning", Al Ries & Jack Trout; "Focus", Al Ries
358. "One minuet manager", Blanchard, Treating People well for results; "Who Moved My Cheese", Johnson, Accepting change; "Excellence", Tom Peters, Well run companies (managing by walking around)
359. "One minute Manager", Ken Blanchard, Management; "Getting Everything...", Jay Abraham, Marketing; "Awaken the Giant.", Tony Robins, Personal Development; "Luck Factor", Brain Tracy, Personal Dev (Audio); "Multiple Streams of...", Robert Allen, Finance; "Think and Grow Rich", Napoleon Hill, Personal Dev (Audio); "Guerilla Marketing", Jay Levinson, Marketing (Audio); "The 22 immutable laws of marketing", Al Reis, Marketing (Audio)
360. "One Minute Millionaire", Robert Allen/Mark Hansen, Wealth
361. "One Minute Millionaire" by Robert Allen and Mark Victor Hansen on Wealth; "A Fortune at Your Feet" by A. D. Kessler on Creative Real Estate; "Network Marketing" by Zig Zigler and John P. Hayes on Marketing; "Multiple Streams of Income" by Robert Allen; "Multiple Streams of Internet Income" by Robert Allen; "Leading at Mach 2" by Steve Sullivan on results at accelerated speeds; "The Tom Peter's Seminars" by Tom Peters on Crazy Times and Organizations; "Your Secret Wealth" by Jay Abraham on Hidden Assets and Opportunities; "Getting Everything You Can Out of All You've Got" by Jay Abraham

Question 8. What Books or People Have Influenced Your Strategic Thinking?

362. "One Minute Millionaire"; "Being The Solution"
363. Only a few ideas I pick up on through your mailings and I have read general market books relating to "thinking big" etc. but no real marketing influence.
364. Only Jay Abraham
365. Only you
366. Our lawyer, accountant, friends and business associates
367. "Out of crisis", E. Deming, Process and Quality Management; "Last to built", J. Collins, Company development; "On Competition", M. Porter, strategy management; "Competitive Engineering", T. Gilb, process management
368. "Over The top", Zig Ziglar, Goals setting; "Secrets of Closing the Sale", Zig Ziglar, Sales; "Ziglar On Selling", Zig Ziglar, Sales; "Think & Grow Rich", Napoleon Hill, Self-image; "Keys For Success", Napoleon Hill, Success; "Network marketing For Dummies", John P. Hayes and Zig Ziglar "Network marketing"
369. "Paterson Process", Tom Paterson, Collaborative Problem Solving; "Taking off the brakes", Kurt Wright.
370. "PEQ II", Jay Abraham & Chet Homes; "Education-based Marketing for Lawyers", Trey Ryder, Information Marketing; "Attorney Marketing", David M. Ward, Marketing Tips for Attorneys - may have been influenced by Jay Abraham
371. "PEQ"; Chet Holmes / Jay Abraham, Leadership; "Lessons of the Navy Seals", Jeff Cannon & LT. Cmdr Jon Cannon; Various Jay Abraham; "The Power of Strategic Thinking", Michel Robert
372. "PEQ"; "The 7 habits", Steven Covey, Personal Development
373. Permission Marketing; Guerilla Marketing; Jay's newsletters
374. "Persuasion Engineering", Richard Bandler – Design Human Engineering; "Ultimate marketing plan", Dan Kennedy; "Ultimate sales letter", Dan Kennedy; "Get every thing you can from all you got", Jay Abraham; Harry Pickens video 1993– on Jay Abraham
375. Peter Drucker, "Management and Economics"; Jim Collins, "Level Five Leadership"; Micheal Gerber, "Emyth" (Strategic Business Operations)
376. Peter Drucker, Brian Tracey, Jay
377. Peter Drucker; Evan M. Dudik
378. Peter Drucker, Management
379. Peter Drucker, Management; Michael Porter, Management; Peter Senge, Management; Jack Welch, Management; Jay C. Levinson, Marketing; Anthony Robbins, Leadership
380. Peter Senge; Mike Davidson; Peter Drucker; Roy Disney
381. Peter Spann
382. Porter
383. Porter; Mintzberg; Anthony Robbins
384. "Positioning", Ries & Trout, Marketing Positioning (only major book of influence)
385. "Positioning", Al Ries, Brand Awareness
386. "Positioning", Marketing; "Breaking the No Barrier", Marketing; "Credibility Marketing", Marketing
387. "Positioning", Ries & Stout, PositioningFocus; Al Ries, "Focusing"
388. "Power of Positive Thinking", Norman Vincent Peale, Positive Thinking; "Keys To Success", Naploeon Hill, Motivational; "Think & Grow Rich", Napoleon Hill,

Question 8. What Books or People Have Influenced Your Strategic Thinking?

Motivational

389. "Power Within", Tony Robbins; "Emyth"; "Power of Positive Thinking"
390. Pre-Conference Materials for Jay Abraham Mastermind Training Program; Participation in online forums for marketing software (especially Association of Shareware Professionals)
391. Primarily Jay Abraham
392. "Psychological Triggers", Joe Sugerman, Psychological principles applied to marketing; "Mind Control Marketing", Mark Joyner, Psychological principles; "The Psychology of Influence", Robert Cialdini, Psychological principles
393. "Question Based Selling" by Freese, on the subject of selling skills/techniques.
394. Ralph Murphy, father; John Condry, Cornerstones of Management; "Cornerstones.net", David Kurlan, Objective Management Group; David Sandler, Sandler Sales Institute; Jim Collins, "Good to Great", Robert Kiyosaki; "Guide to Investing", etc. Adrian Slywotzky; "The Art of Profitability", "The Profit Zone", Guy Kawasaki, Selling the Dream
395. Read hundreds – not influenced much at all
396. "Real Estate Money Machine", Wade Cook, Real Estate; "No Down Payment", Carlton Sheets, Real Estate
397. "Results programme", Chris Newton, marketing programme; Kevin Dawkins; "WOW", Tom Peters, customer focused business; Al Ries, "22 Immutable laws of marketing"
398. "Rich Dad" Robert Kiyasaki
399. "Rich Dad", Kyosaki
400. "Rich Dad, Poor Dad", Kiosaki, Wealth Building; "Think & Grow Rich", Hill; "Richest Man in Babylon", Wealth Building; "Multiple Streams of Income", Allen, "Visual Analysis", Murphy, Market Analysis; "Technical Analysis", Pring; "How to Invest in Stocks", O'Neill; "All Season Investor", Pring, Active Investment; "Profiting in Bull or Bear Mkt's", Dagnino; "Profit with Options", McMillan; "Options Strategies", Single, Stock Futures; SSF Strategies
401. "Rich Dad, Poor Dad", Robert Koysaki, Money Investing, Owning companies, Real estate; Millionaire Mind; "Rich Dad's Guide to Investing"
402. Rich Dad series, Robert Kiyosaki, Wealth creation; Anthony Robbins; Jay Abraham; Eli Goldrath, "The only thing that matters", Business strategy
403. "Rich dad, Poor Dad", Robert Kiyosaki (business); "Born rich", Bob Proctor (life success); "Think and Grow Rich", Napoleon Hill, (self mastery); Jay Abraham
404. Rich Hammer
405. Richard Ames (academic) Strategic Planning –got me out of just tactics, Phil Ruthven of IBIS
406. Richard Bandler, NLP founder; Jay Abraham; Jay Levenson, "E-myth book"
407. Robert fritz, "Creative Structuring"; Jim Collins, "Built to Last"; Good to Great, Jay Abraham; Corey Rudl, internet
408. Robert Kiyosaki, The Rich Dad Series; Michael Oliver, "How to Sell Network Marketing"; Jay Abraham, Getting Everything You Can Out of all You've Got", Randy Gage, "How to Build a Multi-Level Money Machine"
409. Robert Kiyosaki; JayTom; Hopkins; Robert Allen; Anthony Robbins
410. Robert Mackay; Jay Abraham
411. Scott Hallman hierarchy of opportunity scripting

Question 8. What Books or People Have Influenced Your Strategic Thinking?

412. "Self Wealth", Mark Yarnell, personal empowerment; "Money making secrets", Jay Abraham, marketing; "How to win friends", Dale Carnegie, personal improvement
413. "Selling for dummies"; "Advertising for dummies"; Brian Tracy; Jay Abraham
414. "Selling the Invisible", Beckwith; "Competitive Advantage", Michael Porter; "Go-to-Market Strategy", Lawrence Friedman
415. "Selling the invisible", "Seven habits of highly effective people", Fast Company magazine
416. "Servant Leadership", by Greenleaf? On being a servant; All the Covey books.
417. "Seven Habits of Highly Effective People", Stephen R. Covey
418. "Seven Habits" by S Covey
419. "Seven Spiritual Laws of Success", Deepak Chopra: having our dreams come true; "Factor Four", Weizsacker, Lovins: doubling wealth, halving resource usage; Rich Dad - series of books, Robert Kayosaki: wealth strategies; "Profit Patterns", Morrison, Moser et al: anticipating the market & profiting from strategies <http://www.well.com/user/dooley/Problem-solving.pdf>: double-loop learning: immensely valuable strategy for increasing value in many dimensions throughout our lives & businesses; "Quantum learning for Business", de Porter: whole-person ways of being in business; "Out of Control", Kevin Kelly: new biology of systems & machines
420. Since I've only really considered it properly in the last few weeks, it's basically Jay and Chet. To some extent Michael Gerber's E-Myth helped, but I think I was focusing on tactics at the time, and missing the bigger picture.
421. "Soverign Individual" by Lord Moog, The monopoly of violence
422. "SPIN", Selling; Rackham, Selling; Consultative Selling, Hanan, Selling; "Effective Executive", Drucker, Management; "Competitive Advantage", Porter, Marketing; "X10", Gleeson, Thinking/Marketing
423. "Spiritual Marketing", Joe Vitalea, different approach to marketing; "When you can walk on water take the boat", John Harricharan, self-growth ebook; "Free Advertising", Jimmy D.Brown, Affiliate marketing; All ebooks published by Mark Joyner of Aesop.com
424. "Stealth Marketing", Jay Abraham; "Swim with the sharks", Harvey McKay; Sam Walton biography, I forget the name of the book
425. "Stealth Marketing" by Jay Abraham, on Marketing in General; "Rich Dad, Poor Dad" by Robert Kiyosaki, on Business Models, ie. Cash Flow Quadrant concepts; Publications by Jimmy D Brown on Internet Marketing (123webmarketing.com); Publications by Bryan Winters on Internet Marketing (Pushbutton Publishing); Publications by Allen Says on Internet Marketing (The Internet warrior website); Publications by Armand Morin of eCoverGenerator.Com
426. "Stealth Marketing", Jay Abraham; Marketing; "Instant Cashflow, Brad Sugars, Marketing; "25 Sales Secrets", Steve Schiffman, Sales
427. Steven Covey, "7 Habits"; George Clason, "The Richest Man in Babylon"; Edwrad de Bono books; Michael Gerber, "The E Myth"; Anthony Robbins, "Notes from a friend"; Robert Kiyosaki, "Rich dad, Poor Dad"; Deepak Chopra, all his material; Tapes of Stuart Wilde; Werner Erhardt; Robert Allen; Dennis Waitley Game; "The Cash Flow" by Robert Kiyosaki; Seminars: Henry Kaye, Adam Hudson, Mal Emery, Bruce Davis, Barney Zick, Landmark education. There are indeed lots more but these are the main ones.
428. Steven Covey; Brian Tracy; Tony Robbins; Jay Abraham

Question 8. What Books or People Have Influenced Your Strategic Thinking?

429. "Strategic Management and Business Policy" by Wheelen, Hunger
430. "Strategic planning Plus", Kaufman, An organisational guide
431. "Strategic Supremacy Pure and Simple", by Michel Robert; "Competitive Strategy", by Michael Porter.
432. Stratégie de l'entreprise et motivation des homes – O. GélinaierStrategor – Politique générale d'entreprise JP DétrieLe manager stratège C. SicardLe redéploiement stratégique de l'entreprise – C. cadieuDiagnostic stratégique – A. Martinet
433. "Strategy Pure & simple" from Michel Robert; "Competing for the Future" from Gary Hamel & C.K. Prahalad.
434. "Strategy Pure & Simple", Michel Robert, Strategic Planning
435. Sun Tzu, Art of War
436. Sun Tzu, Julius Caesar, Cicero, Aristotle, Plato
437. Sun Zsu, Patton Geoffrey Moore – Marketing -
438. "Swim with the sharks", McKay, streetwise business; "Secret Wealth", Abraham, Parthenon marketing; "Success", Napoleon Hill, Success thinking, "Million \$ Consulting", Weiss, Successful consulting
439. "Tested advertising methods", John Caples, advertising; "Marketing your services for people who hate to sell", Rick Crandall, ph. D. marketing services; "Getting everything you can out of all you've got", Jay Abraham marketing (haven't started reading yet, but I have read some of his stuff on the web)
440. "The "E" Myth"; Jay Abraham; Chet Holmes
441. "The 7 Habits", Stephen Covey; "Getting all you can", Jay Abraham
442. "The Abraham Method", Jay Abraham, Method; "How to multiply your business results while reducing your time, Risk and Effort", Claude Hopkins, Scientific Advertising; Some books of Brian Tracy; Some books which I have forget what title is.
443. "The Art of War", Sun Tzu, Applying Chinese Military Tactics to Business; "The Asian Mind Game", Chin-Ning Chu, Asian Business Culture; "It's Not the Big that eat the Small..it's the Fast that eat the Slow", Jennings & Naughton, Using Speed to Enable Fast to Market; "The Myth of Excellence", Crawford & Mathews, Understanding your customers and trying to be best at a focused set of value-added offerings which your customers truly value Business; "Think", Marcum, Smith & Khalsa, Creating Business Value through Strategic Business Decisions Money-Making Secrets of Marketing Genius Jay Abraham & Other Marketing WizardsJay AbrahamPower of Pain by Chris LearyHow to think about pain and problems to generate ideas
444. "The Balanced Scorecard", Kaplan & Norton, Turning Strategy into Action; "The E-Myth", Gerber, Running a Small Business; "Strategic Market Management", Aaker; "Strategy of the Dolphin", Lynch & Kordis, Blending Sociology & business strategy
445. "The Bible", God, Long term thinking and having the right priorities; "Rich Dad Poor Dad", Robert Kiyosaki, Wealth thinking and financial intelligence; "How to Win Friends and Influence People", Dale Carnegie, People Skills; "People Skills", Dexter Yager, People Skills – Reminds me that we are in the people business.
446. "The Bible", Jay A.
447. "The Bible"; Jim Rohn; Anthony Robbins; "Stealth Marketing", Chris Newton (Results Australia); "Richest Man in Babylon", Bob Burg

Question 8. What Books or People Have Influenced Your Strategic Thinking?

448. "The Bible"; "Think and Grow Rich"; "The Mr. X Book"; Million Dollar Mailings Hatch"; "Cash Copy", Lant; "Being Direct", Wonderman; All The Gurilla Marketing books; "The New Positioning", Trout & Rice; Etc. Etc. I have a library of more than 1200 Books
449. "The Collaborative Challenge", James E. Austin, nonprofits succeed through Strategic Alliances; "The March of Folly", Barbara W. Tuchman, Troy to Vietnam; "The Balanced Scorecard", R. Kaplan & D Norton, Translating strategy into action; "The Strategy Focused Organisation", Kaplan & Norton, A method to keep score; "The Myth of Excellence", F. Crawford & R. Mathews; "The New Imperialists", Mark Leibvich, Looking at five who have made it!; "Loyalty Rules", Fred Reichheld, Leadership; "Chris Newton", Results Corp, Raw Marketing; Jay Abraham – Heaps of Stuff
450. "The E myth"
451. "The E Myth", E. Gerber, Standardisation of product/ service
452. "The E Myth", Michael Gerber, The Power of Focus, First Things First
453. "The E myth", Gerber, Systematising
454. "The E Myth", Michael Gerber, Built to Last; "The Mind of the Strategist", Kenichi Ohmae
455. „The E-Myth“, Michael Gerber
456. "The E-Myth", Michael Gerber; "The E-Myth Revisited", Michael Gerber
457. "The E-Myth Revisited", Michael Gerber, Why most businesses don't work and what to do about it; Corey Rudl, Marketingtips.com, Internet Marketing; Markus Allen, Marketing Tip of the Day, Marketing Ideas; John Audette, I-Sales Digest, Sales Ideas and discussion email newsletter; Mike McMeniman, The Quantum LEAP Method, The now defunct program of turning ideas into measurable results by testing, evaluating, and accountability.
458. "The E-Myth Revisited", Michael Gerber, Small Business Development; "One to One Future", Peppers & Rogers, Customized solutions
459. "The E-Myth", Michael Gerber, The Entrepreneur; "The Bible", God / Solomon, Proverbs/Wisdom
460. "The Goal", Eliyah Goldratt, Operations; "Jump start your business brain", Daug Hall, Marketing; "Jack, Straight from the gut", Jack Welch, leadership; "Cold calling techniques", Stephan Schiffman, Marketing/Sales; "25 Sales Skills", Stephan Schiffman, Sales
461. "The Goal", Eli Goldratt, Logistics of Manufacturing; "Creating Excellence", Tom Peters, Money; Making Secrets of Marketing Genius Jay Abraham and Other Marketing Wizards by Mr. XMastermind Marketing
462. "The Grand Strategist" by Mike Davidson, Strategic management
463. "The Happiness Center Practice", Paddi Lund; "The E Myth", Michael E. Gerber, Business systems; "Dentist and Endangered Species", Paul Homoly, Style of practice
464. "The Holy Bible", especially the books of Genesis, Proverbs and Revelation, on both long-term strategy and tactics; Michael Porter on competitive advantage; Ries and Trout on positioning; Jay Abraham on just about everything in marketing
465. "The Invisible Touch", Harry Beckwith, Marketing; "The E-Myth, Marketing; "Mentored By A Millionaire", Steven Scott, Personal Achievement; "The 8 Best Practices of High Performing Advisors", Norm Trainor
466. "The Magic Storey", John McDonald, metaphysical prosperity; "The Power of Focus", Les Hewitt, Success; "The Superbeings", John R Price, Spiritual success;

Question 8. What Books or People Have Influenced Your Strategic Thinking?

- "The Life and Teaching Of the Masters of The Far East", Baird Spalding, Spiritual journey; "The Psychology of Selling", Brian Tracey, Sales success; "The Psychology of Money", Reverend Ike, Luxury
467. "The Myth of Excellence", Choosing to focus your business on 2 or 3 of the 5 basic components of every commercial transaction (price, product, access, experience and service); "Getting Everything You Can from All You've Got", Jay Abraham
468. "The New Financial Advisor", Nick Murray, Financial Services; "The Art of War", Sun Tzu, Management & Tactics; "Positively Outrageous Service", T Scott Gross, Customer Service; "The Emyth Revisited", Michael Gerber-
469. "The Origin of Consciousness, in the Breakdown of the Bicameral mind", James; "How I found Freedom in an Unfree World", Harry Browne, Psycho-Cybernetics
470. "The path of least resistance", Robert Fritz, Structural Dynamics (kin to systems); "The path of least resistance for managers", Robert Fritz; "The Fifth Discipline", Senge, Systems Dynamics
471. "The Power of Outrageous Marketing", Joe Vitale; "Your Secret Wealth", Jay Abraham; "How to Get From Where You Are..", Jay Abraham; "Getting Everything You Can Out of All...", Jay Abraham; "Mastermind Marketing Training Program", Jay Abraham; "Guerilla Marketing", Jay Conrad Levinson; "Unleashing the Idea virus" Seth Godin; "Personal Power", Tony Robbins
472. "The Samarai Salesman", Sales, A useful strategy that helped me is to ask questions that put people in touch with their pain.
473. "The Self-Publishing Manual", Dan Poynter, self-publishing and promoting books; "Presentation Magic", Marisa D'Vari, focus; Og Mandino (various), focus; Joe Vitale (various), sales, and these things make sense but I don't find myself doing them.
474. "The Seven Habits of Highly Effective People", Stephen Covey; "The Diffusion of Innovations", Rogers; "Top Dog", Jay Abraham, Michael Petruzzello
475. "The Sovereign Individual", Rees-Mogg/Davidson; "7 Habits of Highly Effective People", Covey; "Netocracy", Soderquist
476. "The Strategy Workout", Cyril Levicki, Strategy; "Hands-On Strategy", William C Finnie, Strategy; "Complete Business Plan", Bob Adams, Business Planning; "Hurdle, Hurdle, Hurdle", Tim Berry, Business Planning; "It's Not Luck", Eliyahu Goldratt, Theory of Constraints; "Mastermind Marketing Training", Jay Abraham, Marketing
477. "The Time of Your life", Anthony Robbins, Time Management (best I've ever come across in it's description of the core philosophy of strategy).
478. "The Tipping Point", Malcolm Gladwell; "The Popcorn Report", Faith Popcorn; "Falling Water", Edward Kaufmann Jr.; "7 Habits of Highly Effective People", Stephen R. Covey; "The Guerrilla Marketing Handbook", Jay Levinson and Seth Godin; "Good to Great: Why Some Companies Make The Leap and Others Don't", Jim Collins; "Pour Your Heart Into It: How Starbucks Built a Company One Cup at a Time", Howard Schultz; "Nuts! Southwest Airline's Crazy Recipe for Business and Personal Success", Kevin and Jackie Freiberg; "Boom, Bust & Echo:", David K. Foot; "Why We Buy: The Science of Shopping", Paco Underhill; "22 Immutable Laws of Branding", Al Ries, Laura Ries; "In search of Excellence", Tom Peters
479. "The ultimate sales letter", Dan Kennedy; "The ultimate marketing plan", Dan Kennedy; "The one-minute millionaire", Mark Victor Hansen Roget Allen "Nothing Down", Dan Kennedy; "Multiples sources of income", Robert Allen; "Die broke",

Question 8. What Books or People Have Influenced Your Strategic Thinking?

- Stephen M Pollan; "Guerilla Marketing", Jay Conrad Levinson
480. The Wizard of Ads (all 3 books), Roy Williams, Radio Advertising; "Hypnotic Marketing", Joe Vitale, Publicity & Internet Marketing; Customer Appreciation Seminar, Dan Kennedy, General Business (Brass Balls Seminar) Mindsets and Strategies; "The Strategy of Preeminence", Jay Abraham, How to Ethically Dominate Your Market
 481. The writings of Jay Abraham
 482. Thic Nhat Hanh Zen Buddhist practices
 483. Thick face, Black heart; The Einstein Factor, Win Wenger, The Guru Guide, Rethinking the future
 484. "Think & Grow Rich", Napoleon Hill; "E-Myth", Michael Gerber; Zig Ziglar, Personal Growth; Earl Nightingale, Personal Growth; Jim Rohn, personal Growth
 485. Think & Grow Rich, Napoleon Hill, success built on mind power and perseverance.
 486. "Think & Grow Rich" by Napoleon Hill, Personal Development; Dale Carnige Classes & books; Misc. Jay Abraham material over ten 10yrs.; "Unlimited Power", Tony Robbins, Pers. Dev.; Bible, Life; Misc. Brian Tracy books & tapes; "The Magic of Thinking Big", David Shwartz, thinking.
 487. "Think and grow rich", Nap. Hill, Power of Pos. Thoughts; Rich Bible, Jesus Christ, Christianity
 488. "Think and Grow Rich", N. Hill; "Money making secrets of....", J. Abraham; "Victory", Brian Tracy; "Applying principles of Military Strategy"
 489. "Think and Grow Rich", Tom Peters
 490. "Think and Grow Rich", N. Hill; How to systematically create wealth; "Abraham 21 Ways", Systematic pre-emptive marketing; Cory Rudl, "Insider Secrets to Internet Marketing" Application of the above for the Internet; Joe Sugarmann, "Triggers" and Advertising Secrets of the Written Word; C.S.Forester, "Hornblower" esp. "The Happy Return" and also "The Ship"
 491. "Think And Grow Rich", Napoleon Hill, How The Rich Get Rich; "Rich Dad Poor Dad", Robert Kiyosaki, Rich Thinking/Poor Thinking; "Pushing Up People, Art Williams, Being Coachable; "Developing The Leader Within You", John Maxwell, Leadership; "The 21 Irrefutable Laws Of Leadership", John Maxwell; "Sell It Now, Sell It Today", Tom Hopkins, Sales Strategies; "The Millionaire Next Door", Stanley/Danko, Comparison Studies Of Wealth; "How To Win Friends And Influence People", Dale Carnegie, Self Improvement; "Unlimited Power", Tony Robbins, Self Improvement; "Master The Art Of Selling" Tom Hopkins, Sales Techniques; "The Power Of The Sub Conscious Mind", Joseph Murphy, Self Improvement; "The Art Of The Deal", Donald Trump, Opportunity Strategies
 492. "Think and Grow Rich" by Napoleon Hill; "Ogilvy on Advertising" by David Ogilvy; "Scientific Advertising" by Claude Hopkins; "Tested Advertising Methods" by John Caples; "How to Win Friends and Influence People" by Dale Carnegie; "Become a Recognized Authority in Your Field" by Bob Bly; Jay Abraham; Fred Gleeck; Jay Conrad Levinson.
 493. "Think and Grow Rich" by Napoleon Hill; Jay Abraham's tapes and writings
 494. "Think and Grow rich", Dan Kennedy; Brian Tracy; Joe Polish, Straegic coach, Excuse me my life is waiting
 495. "Think and Grow Rich", Napoleon Hill; "Focus Point", Brian Tracy; "How to Win Friends and Influence People", Dale Carnegie; Recently, your material!
 496. "Think and Grow Rich", Napoleon Hill, Success Attitudes; "How To Win Friends

Question 8. What Books or People Have Influenced Your Strategic Thinking?

- and Influence People”, Hill, People skills; “Principle Centered Leadership”, Stephen Covey, Business Leadership Skills; “Raving Fans, - Customer Satisfaction beyond enthusiasm”, Fish, Having fun in business to attract success; “Money Making Secrets of a Marketing Genius”, Jay Abrahams, You know; “Eveolution”, Faith Popcorn, Marketing strategies keyed to market buyers - women
497. “Think and Grow Rich”, Napoleon Hill; “How to mastermind your destiny” Tony Robbins, ideas and philosophies; Harry Beckwith, Marketing ideas
 498. “Think and Grow Rich”, Napoleon Hill, Success; “Cash Copy”, Jeffrey Lant, Marketing; Peter Druker, Management; Demming, Quality; Ted Nicholas, Marketing; Mike Enlow, Marketing; Joseph Sugarman, Marketing; “Triggers”, Cilidini, Psychological Triggers
 499. “Think and Grow Rich”, Napoleon Hill; Robert Allen, “Nothing Down”
 500. “Think and Grow Rich”, Napoleon Hill
 501. “Think and Grow Rich”, “How to Win Friends and Influence People”; Books by Robert Kyosaki; Books by Jim Rhom
 502. “Think and Grow Rich”, N. Hill; “The Master Key to Riches”, N. Hill; “Enthusiasm makes a Difference”, N.V. Peale
 503. “Think and grow rich”, Napoleon Hill, Self Development; “Outsell your competition”, Robin Fielder, Selling Strategies for the 21st century; “Money making Secrets”, Jay Abraham, Sales strategies
 504. “Think and Grow Rich”, Napoleon Hill, Personal achievement; Influence, Cialdini; “Influence Permission Marketing”, Godin, Marketing/Sales “One Minute Millionaire”, Allen/Hanson, Personal achievement; “Selling the Invisible” Beck, Sales; “Getting all you can..”, Abraham, Business Development; “Fifth Discipline”, Senge, Systems Thinking
 505. “Think and Grow Rich”; “The science of getting rich”, Anthony Robbins; Jay Abraham; Jim Rohn
 506. “Thinking for a Living”, by Joey Reiman; “Marketing Warfare” by Ries & Trout; “Selling the Invisible” by Harry Beckwith; “Influence” by Robert Cialdini; “Tested Adv. Methods” by John Caples; Anything and everything written by Gary Halbert
 507. This is the very first time I am trying to develop systems and strategies. So far I didn’t really have to study this subject. At this point I don’t have any author, book that influenced me in any way.
 508. Thomas Leonard, Coach University; Coachville.com; Jerry Brown, “Thinking Backwards”
 509. “Thriving on Chaos”, Tom Peters; “Getting Everything You Can Out of all You’ve Got”, Jay Abraham; “The Great Game of Business”, Jack Stack; “Management”, Peter Drucker; “A Passion for Excellence”, Tom Peters at al
 510. To many to list. It would be better if I had one really good source and implemented it.
 511. Tony Robbins
 512. Tony Robbins
 513. Tony Robbins Napoleon Hill You NameAuthorSubject
 514. Tony Robbins, all his book; Jay Abraham, “Making the most out of what you have got”; Robert Ciladini “Influence”; Richard Bandler-all; Wayne Dwyer-all
 515. Tony Robbins; “Personal growth”, Jay Abraham, Marketing
 516. Tony Seruga, Internet Marketing; “Think and Grow Rich”, Napoleon Hill, Personal

Question 8. What Books or People Have Influenced Your Strategic Thinking?

- Growth; "One Minute Millionaire", MVH and Robert Allan, Personal Growth; "Rich Dad Poor Dad", Robert Kiyosaki, Wealth Creation; "Getting Everything you Can...", Jay Abraham, Business Strategy. That is a start :)
517. Too many to list specifically (current professional library of 300 volumes +)
 518. Too numerous to even remember.
 519. Too varied with Jay's materials in a high place. All marketing.
 520. "Tough selling tough times", Murry Raefel, Sales and Marketing; "Direct Mail Workshop", Rene Gnam, Copywriting; "Start-up Entrepreneur", James Cook, Small business; "Successful Direct Marketing", Stone, Marketing; "Make advertising make money", Caples, Advertising
 521. Unfortunately I never read a book on strategy. I never realized how important it is.
 522. "University of Success", Og Mandino, personal growth; "The Other 90%", Robert Cooper, personal growth; "Fighting Judo", Kashiwazaki, judo technique
 523. "Unlimited Power", Tony Robbins, Self-Development; "Awakening the Giant within", Tony Robbins, Self-Development: "Rebirthing", Leonard Orr, Self-improvement; Books on Meditation, Osho, Meditation & Spirituality; "Getting everything you can out of all you've got", Jay Abraham, Marketing; Books on Yoga; Psychology; Physical Education; Sports; Physical Therapy; Healing Arts; Acupuncture; Massage Therapy; etc.
 524. "Unlimited Wealth" Pilzerhow; "To think about the market place"; Paul Pilzer is an economist and all of his books have a message of leveraging your resources with technology; Rich Dad Poor Dad Series; "E-Myth", Gerber, Business automation
 525. "Using Your Brain for a change" by Richard Bandler; "Dig your well before you're thirsty" by Harvey Mackay; "Getting everything you can out of all you got" by Jay Abraham; "Multiple Streams of income" by Robert Allen; "The Road to Wealth" by Robert Allen; "The One Minute Millionaire" by Robert Allen
 526. "Values based selling", Bill Bachrach; "Effort-Less marketing for financial advisors", Steve Moeller; "The New financial advisor", Nick Murray
 527. Van Tharp, business/investment; Guerrilla Marketing, How to Market Your Books, "Tony Robbins", Robbins, Motivation; "Strategic Thinking" Edward de Bonolateral, thinking; Many biographies can't remember them all; Robert Kyosaki; "Passive Income Generation", Alan Gould, Entrepreneurship
 528. Various authors on NLP; "Influence"; "Selling the Invisible"; training and materials by Jay Abraham, Gary Halbert, Dan Kennedy, other input provided by John Carlton
 529. Various books and works of I. Ron Hubbard on administration, ethics, public relations, etc.; one or two books by Dan Kennedy and a few others who use the same approaches as you do, including a couple of your books.
 530. Various, Jay Abraham, direct response marketing; PEQ Jay/ChetDRM, sales; "First Things First", Stephen Covey, Time Management; "Getting Things Done", David Allen, Time Management; "Six-Month Fix", Gary Sutton, Turnarounds; Various, Jim Novo, Web Marketing/Metrics
 531. Various scholars in systems design and marketing.
 532. Various, Jay Abraham; "Info Guru Manual", Robert Middleton; "Power Points", Dan Kennedy
 533. Various, Dan Kennedy, Strategic Marketing (Primarily Direct Response); "Zero Resistance Selling", Maxwell Maltz, Psycho-Cybernetics; "Billion Dollar Marketing", Maxell Sackheim, Strategic Marketing; Various, Jay Abraham,

Question 8. What Books or People Have Influenced Your Strategic Thinking?

- Magical Business Enhancers
- 534. Various Harvey Mackay – sales, customer service; Various Zig Ziglar – sales, customer service
 - 535. “Viable System Model”, Stafford Beer, Cybernetics; “The Age of Unreason”, Charles Handy, Management; “The Perfect Negotiation”, Gavin Kennedy, Win-Win Deals; “Use your Head”, Tony Buzan, Ideas; “Becoming a Master Manager”, Quinn, Faermann, Thompson & McGarth, Management; “Offensive Marketing”, Hugh Davidson, Marketing; “Manufacturing Strategy”, Terry Hill, Strategy; “Designing Interactive Strategy”, Richard Normann, Rafael Ramirez, Strategy; “Post Capitalist Society”, Peter F. Drucker, Management; “Spiritual Marketing”, Joe Vitale, Faith; “Mind of a Trader”, Patel, Stock Market Trading; “Unlimited Power”, Anthony Robbins, Personal growth; “Working with Emotional Intelligence”, Daniel Goleman, Personal growth.
 - 536. “Victory” Brian Tracy, Marketing Strategy
 - 537. “Victory” Brian Tracy
 - 538. “Walk like a Giant, Sell like a madman” Ralph Roberts, Real Estate Sales
 - 539. “What clients want” Harry Beckwith, Service, business marketing; Ultimate consultant series, Alan Weiss, consulting marketing; “How to get everything out.” Jay Abraham, general marketing
 - 540. “Who moved my cheese” Tony Robbins; Zig Zigler
 - 541. “Why We Buy” Paco & Underhill, the science of shopping
 - 542. “Win friends and influence people” Dale Carnegie; “Guerilla Marketing” Jay Conrad Levinson; “Money Making Secrets of Marketing Genius” Jay Abraham; and Other Marketing Wizards
 - 543. “Win Friends”; “Guerrilla Marketing”; Every real estate book written on real estate sales
 - 544. “Winning through Intimidation” by Robert Ringer; “NO BS Selling” by Dan Kennedy.
 - 545. Wolfgang Mewes – EKS-Strategie (german book/course)
 - 546. You; Steve Covey; Beck with Joe O’Neil
 - 547. You are the first that I recall distinguishing between strategic and tactical
 - 548. You know, I’ve read so much strategy stuff in the trade press, Harvard Business school press, etc. But it NEVER became clear until PEQ. So the others aren’t even worth mentioning. PEQ is it.
 - 549. YOU!!!!!!
 - 550. You; Chet Holmes
 - 551. You; Investors Business daily; Trade publications
 - 552. Your Marketing Genius at Work
 - 553. “Your Secret Wealth” Jay Abraham; “Multiple Streams of Income” Robert Allen; “The Great Crossover” Dan Sullivan; “The E-Myth Revisited” Michael Gerber
 - 554. You; Robert Kiyosaki all the books; Micheal Gerber “The E myth”
 - 555. You; The different web marketing guru's that appear to be doing well. To numerous to mention.

Question 9. Is the Reason you Haven't Done More With My Body of Work and Have Been More Successful Because You Lack the Specific Tools, Examples, Sales Letters, Ads, & Scripts to Implement and Customize to Your Own Business?

Question 9. On a scale of 1 to 10 Is the reason you haven't done more with my body of work and have been more successful because you lack the specific tools, examples, sales letters, ads, & scripts to implement and customize to your own business?

Total: 1=75, 2=39, 3=54, 4=35, 5=87, 6=45, 7=75, 8=90, 9=36, 10=152

Average: 6.17

Question 10. What are the Other Reasons You Haven't Done More with My Body of Work and Have Been More Successful?

Question 10. If your answer is less than 10 (true/accurate), what are the OTHER reasons you haven't done more with my body of work and have been more successful?

1. \$\$
2. (1) lack of confidence dealing with larger clients. (2) getting the business owners in Australia to listen to, believe in and apply the concepts.
3. 1. Personal lack of understanding and comprehension of the material (Bought the PEQ I self study set in March 2001. Still studying it and learning). 2. Lack of personal skill to implement the methods confidently & effectively. 3. Lack of self-discipline to persevere & implement.
4. 1. Your (Jay Abraham) stuff is good, but it's like drinking from a fire hose. The ideas come out of your books or sessions so fast that I can't absorb them fast enough to use them. I end up taking one or two things away and then trying to apply them. 2. Your stuff is not as applicable to my field (high price consulting) as it is to a mass merchandising environment. The ideas are, but the specifics about mass mailings and such aren't.
5. Procastination and some fear
6. I believe that the lack of content on many tapes and the inclusion of only a limited indexing system is a major problem. The availability of a detailed alphabetical index covering all works and tapes with a second subject index based on subject headings with cross subject references for your body of work would allow any businessman to quickly refer to and act on your multifaceted offerings to the maximum level of usage and return. In a nutshell get all of the Abraham stuff, pile the body of your works in front of each and then chose and subject and ask each to highlight the relevant subjects and the positions within the body of work within 5 minutes which is about what many operational business people have got available
7. A good question, maybe we're all so busy fighting fires, reading all we can, putting as much into it as possible, we end up doing a dreadful job and virtually miss the point
8. A lack of a mature product line would have much to do with it, but that is hardly anyone's fault but my own.
9. A lack of more specific guidelines for me to follow.
10. A lack of overall structure, (i.e., strategy).
11. A large portion of it, such as risk reversal is irrelevant to my business (customized product). Not widgets that can be returned, and sold to someone else.
12. A lot doesn't apply to pharmacies.
13. A matter of unfocused tactics and sustained implementation
14. A sense of lack of sufficient resources; Inability to shift the paradigm of others in the organization; Belief that some strategies are currently beyond where the business is at today.
15. A: Never properly set goals; B) Lack of clear definition re: 1) What I do best, 2) Over-arching strategy, 3) Right clients
16. Ability to prioritize, see how they fit together
17. Access to working capital
18. Action and believe

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19. Actually have used the material but it also takes time to test and also read and absorb all the material. The message from the teleconferences of trying one or two approaches on a small scale is a good one and that is what I am following.
20. All I've been able to afford is your free stuff. In-depth training has been outside my finances.
21. Allow other activities to interfere, Concern over the specific intervention and how it will be perceived.
22. Allowed ourselves to be too busy with the quotidian running of the business
23. Am only going to starting a new business venture so have not had the opportunity to try some of the ideas yet.
24. Am only one person
25. Another important factor is I have been distracted by personal issues in my life and being fragmented by too many business interests. I have now eliminated all business interests except the one that has become a passion for me – healthy air to breathe
26. As a small business, there are usually too many things to do. When you're up to your bunnies in alligators, it is sometimes difficult to remember the objective was to drain the swamp.
27. As I understand the materials that I have read in connection with this particular questionnaire, I would say that my (and why not every body's) Strategy needs to be gaining control of the buying criteria. Controlling the buying criteria enables me to pre-empt customers from buying anywhere else. Becoming the most respected vendor in the marketplace and/or the most popular vendor aids in controlling the buying criteria. Information (and new information) about the customers in my market also is vital in understanding the buying criteria and modifying it to the point of becoming in control. Customer information apparently comes from two sources: (1) market research and (2) customer interviews. Knowing what market facts to seek, knowing where to look for it, knowing what to ask customers and knowing how to logically apply your body of work to the facts is not clear to me.
28. As stated above. If a company does not have the bare basic concepts in place it takes time to set them up.
29. Available cash
30. Available cash to create programs
31. Balancing my attention on two other businesses which I also own.
32. Because even Jay Abraham concepts have limitations – we believe we get out of them as much as can be gotten out of them!
33. Because I haven't had the time to go through all your work and my business demands a lot of administrative task from my self.
34. Because my time management has been poor.
35. Because the way I currently do business does not allow me to generate unlimited clients and I have to work with the clients that I do pick up – so lack of time is a big issue. In a one man business, you're too busy trying to do everything to do anything properly.
36. Because you often speak in generalities, without specific lessons to apply to my business.
37. Been building my business infrastructure: Website, distribution, fulfillment, and financial support

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38. Been focused on growing Leaders, Character and Competency while maintaining the "Branding" of our Company and it's "Image" in the Marketplace Time: Takes too long to read thru your stuff (Wordy)*These are why I haven't been using your stuff, not necessarily why more successful
39. BEGINNER IN MY BUSINESS
40. Being a small organization, I have been so hung up in the day-to-day that I have not yet read the material that I purchased
41. Being time- and money- driven. Not making more specific time to just pour over it. Not having an intimate team of people with whom I can discuss and implement the concepts and make them more immediately applicable. Not working with like-minded team is big factor.
42. Budget & time
43. Busy being a fireman (I know, I know...)
44. Busy dealing with short term crises/tactics
45. Busy doing is as much a problem as anything. We don't have large staff to delegate tasks to.
46. Busy Fool, Finance
47. Busy with the business, uncertain which methods are most pertinent
48. Capital
49. COMFORT ZONE
50. Complete and total lack of application of your ideas ---my not doing due diligence daily . I have initiated 2 ideas, but have not maintained consistency
51. Confidence, laziness and procrastination.
52. Confusion
53. Consistency and lack of resources
54. Cost
55. could use more exposure to material.
56. Current avalanche of new business distracted me from mission critical understanding and implementation of your material
57. Depression , self-sabotage, feeling stuck
58. Devoting the concentrated time to it. Wearing too many hats. Not having a single individual who is totally devoted to implementing them.
59. Did not know how to implement and poor planning
60. Didn't know how to apply what little I've gotten of yours to the field of art (selling paintings)
61. Didn't really understand them very well
62. Difficult to adapt many of the ideas to our types of customers which are large multinational energy or engineering corporations
63. Difficulties of applying it to a very analytical / intangible product. (However, some of this is down to the limitations of me!)
64. Difficulty in sorting through all of the various approaches and prioritising which methods to apply and when; haven't yet developed/thought through and overall
65. Difficulty of marketing in my industry (ethics rules; general public perception)
66. Difficulty of marketing in my industry (ethics rules; general public perception)
67. Disciplines and commitment to test and apply 8

Question 10. What are the Other Reasons You Haven't Done More with My Body of Work and Have Been More Successful?

- 68. does not seem to apply to my business
- 69. Doing too many other things, running a growing business.
- 70. Don't have an overall plan that makes sense, will work, and the company hasn't done "marketing" in the past
- 71. Don't have the time to implement
- 72. Don't have the time to read all your work it would be nice if all your work was on CD or tape.
- 73. Don't know
- 74. Don't know how to apply techniques to my situation
- 75. Don't know how to implement without huge expense of time or money
- 76. Don't know how to start
- 77. Don't know it.
- 78. Don't know which to use
- 79. Don't totally understand your underlying reasoning, have not learned to think that way as a matter of course. Many of the examples given are not, or don't appear to be, directly translatable to my situation.
- 80. Don't yet own your work.
- 81. Establishing market needs and best fit marketing strategies
- 82. Expense, my income is small, and the investments I do have recently soured
- 83. Feeling overwhelmed with day to day work and management, procrastination.
- 84. Feeling overwhelmed. One person trying to do too many things, and thus, doing little well. Under capitalized.
- 85. Fighting for survival: had to lay off entire staff and move office to even survive, so I'm doing everything from President to janitor.
- 86. Financial
- 87. Find it hard to adapt some of your ideas to a small service-oriented practice like ours. (We have no products to promote, and we sell to other businesses, as opposed to consumers: B2B, not B2C)
- 88. Finding talented people to do the work I land, systems to improve product and service quality, people to sell.
- 89. Finding the right approach to make clients want to purchase service over the competition.
- 90. Finding time & people to develop & implement ideas
- 91. First, I have been busy enough that I haven't had to do more marketing although I could definitely be doing more profitable work than at present. Time—3 small boys that I cherish spending time with.
- 92. Focus
- 93. Frankly, I'm just beginner with your work.
- 94. Frustration when I follow your examples and get no response. Lack of money to try. Lack of time.
- 95. funds
- 96. Get bogged down in day to day and forget to review and bring in techniques.
- 97. Get caught up in producing the results too often rather than the systems to drive them

Question 10. What are the Other Reasons You Haven't Done More with My Body of Work and Have Been More Successful?

98. Get to busy in the day to day management of people/problems
99. Getting caught up in the day to day operations rather than focusing on marketing.
100. Getting myself and my staff motivated and organizing so that I can stop dreaming and take more concrete action
101. Getting the decision makers to write the check
102. Growth limitations (cannot hire quality people and assimilate them as quickly as work can be sold)
103. Guidance, perhaps. What I discussed with my group and Jay in Mastermind has not worked. Maybe I am not doing things correctly.
104. Have a little bit hard time understanding
105. Have been too busy "putting out the fires" of a normal, successful company! Haven't had the INFRASTRUCTURE of people who can work IN my company so I can work ON it (quoting whoever the first speaker was in your December MasterMind program). The gentleman who spoke at your conference said the idea of working on rather than in one's business is the biggest crock of bullsh*t he had ever heard . . . "unless you've got people to do the work FOR you." . . . Well, we're still working on acquiring those people. In the meantime, I haven't had time. . . .
106. Have been working fulltime and haven't had time to implement. However, had there been more specific ads, etc., I probably could have proceeded even with the minimal time available.
107. Have fully study your work yet.
108. Have had difficulty finding my roots – establishing a focus.
109. Have not had the bandwidth to do what I would like, buracracy at our company... sales (me and my team) fighting with marketing dept.
110. Have not implemented successfully
111. Have not really learned how to delegate most of the things I do so I can really concentrate in expanding my business. I am still putting out fires day to day.
112. Have not yet had sufficient spare time to read the material
113. Have till now also been in full time employment – so running the business part time. TIME TIME TIME Also have absolutely no marketing background – still at the trial and error stage.
114. Have to admit, too busy firefighting.
115. Haven't applied or customize the specific tools to my business yet
116. Haven't been able correlate where it would be useful in our industry
117. Haven't been in business long enough
118. Haven't had access to it
119. Haven't looked into info more and implemented it
120. Haven't switched my mindset from being a creative person to being well-organized about my business.
121. Haven't taken the time to review it thoroughly but I am under the impression it probably isn't that relevant to a highly targeted relatively limited market.
122. Haven't taken time to dig in because of being busy. Too busy working at my business to work on my business.
123. Having the right product – I think I have it now and the ability to communicate my ideas.

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- 124. Having to learn new skills and implement has meant a huge amount of time studying. Therefore I suppose I've been working the business via myself but not implementing most of the concepts.
- 125. Heart attack.
- 126. I am unfamiliar with your work .This is our first time together.
- 127. I am a procrastinator- when it comes to writing material for myself. I can do all of your strategies for my clients - I can sell any one of your business ideas in a heart beat with creative benefits include and custom applications to any industry. But as soon as it comes to writing them out I come to a screeching halt just about. I even have some of your student clients whom I explain your material for and to. My nickname is the idea man.
- 128. I am a relatively new buyer of Abraham products
- 129. I am already doing full service real estate brokerage successfully; I wish to develop this new division which is discount real estate & I can't find the help, then teach and tell that help what to do.
- 130. I am just now crystallizing my thinking to be able to put together a total package (6-7 years).
- 131. I am just starting out using your methods. Form what I have read you really lay It out for us. However, being new to you I think I would like to see more professional scripts laid out for me to use as inspiration for my own marketing efforts.
- 132. I am just starting to learn about marketing and have only read one of your books ("Getting Everything You Can Out of All You've Got)
- 133. I am new to your work
- 134. I am not familiar with your body of work
- 135. I am not familiar with your body of work to the extent that I could use it
- 136. I am not sure what you are referring to
- 137. I am only just starting on your works. I have not yet learnt how to implement them
- 138. I am relatively new to your works and have yet to thoroughly read/apply the strategies
- 139. I am starting up my business and I lack sufficient financial resources to do the work. I need to keep my job to survive.
- 140. I am successful. I am just to busy implementing ideas I have in all the businesses I am trying to fund and develop.
- 141. I am too busy putting out fires to do more. Not strong enough with my clients.
- 142. I bought the book "Getting everything you can out of all you've got" and the tape in December 02, I also download material from the Web Site to get a better understanding the company in question relating to this questionnaire is jointly owned I only control 10% so there are issues which cannot be disclosed as to why we have not implemented many of the marketing systems processes which you recommend. Rest assured I will be using them if not in this company, in other companies that I am connect with.
- 143. I decided to grow my brother's business and have invested quite heavily in preparing new show-room etc. Gradually I will be training the staff, salespeople in marketing techniques and sales skills. Being quite busy in my regular business does not allow me to get fully involved in the process.
- 144. I didn't get any of it
- 145. I didn't or don't know of all the work you have done.

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146. I do not have an understanding of how to combine the different tools in order to get the results. You see reading a book and hearing an audiobook is one thing but working with a mentor or a consultant is another. I tried two marketing consultants so far but I realized I know more than what they were telling me. I explained to them about barter and host-beneficiary relationship, for example. I decided to try my own luck rather than pay them to do any work.
147. I do not have the authority to make the decisions at the foundry and I have not been able to convince any of those who do that we should implement your stuff.
148. I do not know where to start.
149. I do not want to work that hard. I have gone from about \$100k per year to over \$500k per year and it is taking too much of my time away from kayaking and travel. I like being successful, but I worked 7 days a week for November, December and most of January this year, I do not want to hire employees, I am a horrible boss, yet it is becoming too much for me to handle alone.
150. I don't have the money to buy them!
151. I don't know them that well, I also lose sight of the long term picture often and get sidetracked from accomplishing a set marketing strategy
152. I don't/didn't know how to ORGANISE your tools TOGETHER to get a unifying end result. I think I do know a lot more about how to do that now, but I also know I've got a long way to go. Plus, I've been stupid in only applying your (Jay's) tactical ideas, rather than also applying the strategic know-how I have (a la Ries and Trout). I.e: I haven't done what you ask in question 12... integrated it all!
153. I don't know your work
154. I feel it is not correct to assume that I have not been successful using aspects of your work. It is not correct to assume that if all your work was applied that it would create more success. Some of your work does not suit my personal style, the local market doesn't like it plus an assortment of other reasons. The aspects of your work that I have chosen have produced spectacular results and as a one man band has produced income and a reputation that I never expected. Example;- your long letter approach I don't like. When I tried it I got poor results and when I followed it up the market said it does not have time for that type of communication. I have used aspects of your referral method and on average it produces extensive revenue.
155. I gave this questionnaire to the CEO of CircleLending and he said that it does not readily apply to start-ups in unproven spaces. He says most of the ideas you have are more applicable to companies in proven industries with an existing steady growth level. I've tried a couple of things that didn't get results immediately and since then I have been implementing things on a slow but consistent basis. Referrals are now 30% of the business, up from 0% in Dec, 2002. A number of host-beneficiary relationships which I thought would be win-wins for both parties were not but I am exploring other options in that field. A lack of a customer base (only about 100 customers total) and not a large base of prospects or budget makes it hard to do multiple tests to determine what works and what does not.
156. I got disillusioned with doing marketing when I was spending a lot of money on it and my company kept getting smaller.
157. I guess lack of true commitment from my part.
158. I had not heard of your body of work.
159. I hadn't heard of you until recently.
160. I hate writing, I'm a slow learner, and why would anyone believe I could teach

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- them anything new that will work to help them.
161. I have been distracted by a number of other things and have not been focused on my business for the last 10 or so years. Before that, when I was focused on it, I would have run with your information. I plan to use more of it as I become more focused on business again.
162. I have been successful
163. I have found there is a credibility screen with people. Not that I'm not credible but I find it hard to describe what I'm going to do. Also negotiation of contracts – hard to value work when a small business will not tell me their details to show them the value of the work I want to do. Getting to the test budget and how much they should spend to get it right- advertising performance right. Dealing with the business owner that has no time
164. I have listened to all of the tapes and watched all the videos. I need to continue to systematically spend more time reading and digesting all the material I have available to me.
165. I have no time as I make the production myself. So I depend on subcontractors for the sales
166. I have not acted on what I have learned.
167. I have not had a chance to focus on marketing – I grew my company significantly without really focusing on the marketing aspect – we hit 1 million in revenue last year – and I would like to triple that but need to really create a powerful effective marketing strategy and implementation now that I have some time to focus on it in order to achieve my goals.
168. I have not had the 'Money-Making Secrets of Marketing Genius Jay Abraham...' for very long. I am still going through the materials and assimilating the strategies I feel will be productive.
169. I have not made the time to implement customize the ads and scripts because of the time it takes me to run the business that I already have
170. I have not worked or learned your system yet. I have some of your materials but time management is my problem. due to family personal problems for the past year.
171. I have often been working in partnership and this does not always allow independent decision making. It is sometimes one of the downfalls of partnerships.
172. I have only had Your Secret Wealth, and recently purchased the MMT Home Study. So my access to your work has taken a quantum leap in the past 60 days.
173. I have only just recently begun to study your work in detail, and it has taken some time for me to organize the material in mind, especially because there is so much good stuff! Still, I have had dozens of great ideas/inspirations since immersing myself in your work. I know that, without a doubt, I will succeed wildly over time.
174. I have purchased some of your books and have received a lot of useful information but, frankly, much of what I have read and listened to seems to be an effort on your part to upsell me to a seminar or larger body of work and I do not have the income to attend one of your seminars. I was delighted to be able to purchase your books and tapes and read and listen to them often. Please do more of this so you will be able to reach a much larger group of people that do not have the resources to attend one of your seminars or hire you personally. Many of us are not at that level but would profit from your ideas.
175. I have put off spending time each day to implement them and go over them.

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176. I have tons of time in developing products to my standards but I didn't know exactly what to do with them from a strategy and tactical stand point. I have totally immersed myself in your material you kindly sent me and have studied it intently full time. I was attracted to your work because you think in a way I think I do but I never had the 10000 businesses in 400 different industries experience that you have been through. It was an incredible piece of luck I was able to recognize this. This material and you have forever changed my life in a huge huge way. Thank you Jay.
177. I have tried a few, I re-read the books then give it a try (using the letters with a combination of calls) and partnering, seems to be working – I can always go back and use more insight. I guess I have to get a few things spinning first on their own before I try the others
178. I have trouble translating Jays work to large ticket items (\$100,000 to \$3,000,000) with no repeat business.
179. I haven't "done more" because I just GOT your material in December 2002!
180. I haven't allocated the resources and time to develop the specific tools needed in this business. While it would be immensely helpful and time-saving to have you provide more specific tools, examples, sales letters, ads, scripts, etc. – on some level this will require my attention and knowledge of this business. I'm reminded of the response from Ben Hogan (the professional golfer) when another pro golfer Nick Faldo asked Hogan to watch him hit balls: 'Nick, if I tell you something you'll forget it. But if you figure it out for yourself, you'll remember it.' So, having you provide more specific information would be extremely helpful (particularly for management and technology consulting activities where I have always thought your work isn't as directly transferable as for traditional product and service industries), in the final analysis management must be inspired, motivated or what-have-you to allocate the needed time and resources to this task. In my case, in the past it wasn't necessary because there were always one or more new contracts waiting for the business. That has now changed and it's a whole new ballgame.
181. I haven't been exposed to enough of Jay Abraham's work to implement much.
182. I haven't read much that you have written
183. I haven't really tried
184. I haven't yet mastered the Art of outsourcing and delegating to increase my MOA's (major outcome activities)
185. I haven't heard of you until recently
186. I just don't know what to do with all the information. I don't know where to start/how to tie it all together.
187. I just recently opened my childcare on a shoestring budget, and capacity is now full, so much marketing is not needed.
188. I just started with your information and I love it. I'm very excited about it. I also have not done all that I know I can to succeed at a higher level.
189. I met you recently at a Mike Ferry event and was blown away by your brilliance, so I bought your recent publication, which honestly, I have not had the courage to begin studying it. I did listen to your tapes several times , especially the one on the internet
190. I need to get more of my staff to take on the your concepts. I'm clear they are a gold mine, I have to start working ON not IN the business.
191. I need to understand your work in more depth. I can't always distinguish the

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- forest from the trees in the material I have that you have developed.
192. I only have your Secret Wealth Tape Program.
193. I only have the one book you have written along with a few articles
194. I simply haven't spent time with your body of work.
195. I suppose I haven't been fully focused. I seem to have so many commitments and responsibilities that I don't give myself to the task wholeheartedly
196. I want to expand internationally as a marketing consultant
197. I was introduced to Jay Abraham through my marketing professor during my MBA at NOVA university in Ft. Lauderdale Florida. Nonetheless, all the research that I have done prior to opening my own company, I did not find much information (within my limited budget) to buy and use the tools provided by the Jay Abraham's products.
198. I was only an employee, now I'm starting business on my own.
199. I work in a multi-national company, whereby we have a very specific and limited overhead budget which has been very strictly enforced. We have also been EXTREMELY short-term focused, not permitting any ability to focus on the longer-term. I believe we are now in a period whereby, at least in our Asian markets, we will be shifting from a tactical to more of a longer-term strategic operation. This will give us much more freedom to define, implement and work from a strategic focus.
200. I'm a big picture thinker, so if I don't understand how everything integrates together, it's difficult for me to feel motivated to implement something.
201. I'm comfortable
202. I'm considered successful. Your work, although much admired, is of some relevance only to the majority of my work.
203. I'm just starting in real estate and have limited capital
204. I'm Just starting now, but I'm already successful and appreciated online :)
205. I'm just starting out in my business and I don't have the infrastructure you refer to, not all are relevant and I don't want to own my own corporation anymore, there is more to life. I want my own successful business in jewelry and homewares but I want time and space for developing new business ideas, being part of my community, being with my family and having a beautiful home. I left the corporate world after ten years because even though I could climb the ladder and be paid very well for doing so I don't want someone else's business, I don't want to be in the office environment, I don't want to work in someone else's space 12 – 15 hrs a day. I now work more hours than ever before and it is all mine now and I'm not in an office. I'm much happier. I don't want my business ever to be in an office. I want it to be in environs that are more humanistic.
206. I'm just starting to learn from your material, and in general, am still laying down a strategic and marketing foundation.
207. I'm missing an ingredient, not sure what is but sure it is missing.
208. I'm not sure: I've been applying my materials to your strategies. There is just so much stuff to go through. Also, after doing the PEQ Audit Analysis I've devoted a lot of time to organizing and training staff to working independently am successful. I am applying your methodology diligently, albeit slowly
209. I'm the only one in the marketing department, so it's difficult to focus long enough to implement any strategies. Hate to say it, but if I had some SPECIFIC materials that could be adapted to my industry, I would have an easier time implementing tactics.

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- 210. I'm working 70 hours per week now. I just hired an operations person to oversee the day to operations so I can spend more time in new business origination
- 211. I've been exposed to your e-mail list for only 2 months
- 212. I've had to prioritize and do things one step at a time – IT WOULD BE GREAT TO DO MORE PARALLEL EXECUTION RATHER THAN LINEAR
- 213. I've only tried out your free material, am keen to order this strategic marketing home course (but am not sure I can afford the huge price – I'm not quite in the big leagues in business and marketing)
- 214. I've read and saved on my hard disk the info available from your web page, I've also saved, read and tried to apply info I've got from other authors, and somehow I'm getting kind of mixed up.
- 215. If I knew, I would not need to participate in this survey
- 216. If you are ready for the truth...Takes too much time and energy to separate the wheat from the chaff...your pearls of wisdom from all the words. The pearls are at a 20 to 1 disadvantage.
- 217. I'm not acquainted with enough of your work. I'm a "How To Person" because I'm an engineer who has worked a lot with sales engineers.
- 218. I'm still starting out, learning and changing things right now all while I maintain a full time job to support my family and my endeavor into owning my own business.
- 219. Implementation difficult due to time/talent
- 220. Implementation Skills
- 221. In any professional services business, it is hard to find time to work on the business, notwithstanding the upside potential of time spent learning marketing strategies and tactics, brainstorming strategic opportunities and implementing tactics.
- 222. In order to test and measure the impact of each tactical execution, I test a limited number at a time. Therefore I can't implement multiple tactics at a time.
- 223. Incomplete study and coordination with board
- 224. Industry specific items , used some of the restaurant direct marketing approaches with mixed success.
- 225. inertia
- 226. INERTIA - seems too hard to change from the ways we've 'always done it'LACK OF TIME - always 'up to our asses in alligators' with little or no time to reflect on and develop implementation, much less strategies STAFF RESISTANCE - goes back to Inertia, and wanting to take the 'easy way out' - even I find it hard to go through the script of who and what we are in greeting each customer - start out great and slide back to the 'old ways'.THEY'RE GOING TO CHEAT/TAKE ADVANTAGE OF/'SCREW US - these all related to Risk Reversal / Guarantees. One or two instances of customer taking advantage of return/refund/exchange if not happy with product after using it and 'everyone' gets defensive and unwilling to extend similar risk reversal to future customers.BUT THAT'S NOT US -many of the case studies look great, but we are not a national (Icy-Hot) nor provide a service we can offer intial installement Free (Chiropracter), nor have as frequent a return customer (Back End/Lifetime Value) (people purchase homes more frequently than luggage) most return customers are for smaller purchases as wallets, and travel accessories. \$\$\$\$\$ - how can we present a USP in every ad if we can afford only to run small (1.5 to 5 column inch newspaper, postcard, Yellow Pages listing) ads\$\$\$\$\$ - large portion, if not majority, of our customers are more concerned with Price (Sale, Discount, Markdown) than anything else. Several

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- times a day we hear "Only show me things that are on Sale", or similar. WE DON'T WANT TO IMPOSE ON OUR CUSTOMERS - haven't found any referral system that seemed comfortable - all seem to 'impose' LACK OF TIME - Yeah, I know I listed it at the beginning, but is also reason we haven't been able to overcome each of the other 'objections'. I spend the time to introduce a new marketing concept to my people, and begin to implement it, then get distracted by the one or two other things I have the privilege of being responsible for, and never get the chance to follow up. Then, things die of Inertia. I find it happening even to myself! Knowing better, I greet customers as they walk in the door with "Good Afternoon, how can I help You?" - No- I'm Just Looking!
227. Inertia Many of these concepts don't apply when you are into high-ticket consultative selling to Fortune 100.
228. Initial funding has not allowed me to devote money to your courses/seminars even though I know I definitely need to attend all that I can.
229. Initially I wasn't able to tell which would be the best tactics to adopt for my situation. I ended up adopting several without really understanding the resource implications of these choices. I then ran out of money and needed to go back to the drawing board to work out which tactics would get the most results for the least cost in financial terms. My training was to be a professional person not a business owner and I didn't know what I didn't know when I began 6 yrs ago. Only in the last 2/3 years was I able to recover financially enough and apply what I learnt through those hard lessons.
230. Is very new. Haven't finished reading your book.
231. It doesn't seem to apply to our positioning in the market. It seems to work more for mainstream products/services. There are very few products/services we want to ally ourselves with; in our business, very few products/services are credible.
232. It has been lack of time.
233. It is more about having the mindset and being able to think strategically and tie it all together. A lot of the backbone has been put in place with the staff, so they understand the concepts and have had a change in mind-set.... Now that the staff understands the big picture we are beginning to implement tactics one by one
234. It is new to me and I haven't had the financial resources until recently.
235. It is overwhelming what to do first. I found I would start to do one thing and while in the process of setting it up I would read or hear something from the tape series and think I should be doing that as well. The more ideas I come across the more confused I have become. I started reading Jay's book hoping I will get some clarity.
236. It takes time + resources (e.g. a database with best practices)
237. It would have made no sense to promote what I can't sell.
238. It's a matter of time – to absorb, reflect, re-read, determine how to best apply, and work towards implementation. It appears to me that none of what I have considered can be implemented "out of the box". The most value to me and the company surely are the multiple marketing perspectives, the multiple alternatives that can and should be employed at the same time. There's just so much time in the day for this, however, when being the lead marketing person and managing the company.
239. It's a new business, started 2/01, and much effort has been made to create systems and training to create operational quality to far exceed other loan brokers. We are now ready to put more efforts of promoting business

Question 10. What are the Other Reasons You Haven't Done More with My Body of Work and Have Been More Successful?

- 240. I've been working to improve my product to an acceptable level. I haven't had the cash available to truly market my business.
- 241. Jumping from great idea to great idea but never implementing, stasis, overwhelmed by getting others on board
- 242. Just beginning to find out about you
- 243. Just beginning, need more training/education on areas out of the scope of Jay A.
- 244. Just can't seem to hit on the right ideas with promotions to my clients
- 245. Just getting to know your stuff.
- 246. Just new to your type of work. Our problem is making the time to work ON our business
- 247. Just not so clever and industrious very specific business environment in Russia probably I need "big picture"
- 248. Just received it.
- 249. Just started
- 250. Just started business in spare time, short time in operation.
- 251. Just started business, and there is a lot of information to absorb.
- 252. Lack a confident strategy for more massive marketing.
- 253. Lack a system to put it all together
- 254. Lack any additional cash to put into any more learning or tools.
- 255. Lack financial resources Fear of failure Isolation/lack of mentor Fear of change
- 256. Lack of a clear and powerful vision; lack of a clear – strategic focus; lack of resources and manpower, however, I believe if Jay traded places with me right now, and had basically no money and no help, in a few months he would have earned more money starting where I am right now than I have earned in the last 5 years combined. Analysis: lack of resources and manpower is a factor but by no means is it a "deciding" factor.
- 257. Lack of capital.
- 258. Lack of capital. inadequate skilled manpower
- 259. Lack of clients who gave me enough power to change their businesses—not having a large enough business to do it on my own.
- 260. Lack of concentration to your body of work because of putting out fires or taking time for immediate work concerns. Also, I have a problem fitting many of your solutions to my particular business. In engineering and drafting, we do have repeat customers and we retain virtually 100% of them, though their projects may be years apart. In surveying, we have and can expect virtually no repeat business except for engineering clients.
- 261. Lack of consistency. Lack of capital.
- 262. Lack of Focus
- 263. Lack of focus and clarity – personal issues & health challenges
- 264. Lack of focus and trying to many ideas while sticking with none.
- 265. Lack of focus, not developing all the support systems required to make a long term impact, firefighting.
- 266. Lack of full understanding, lack of time
- 267. Lack of Funding My employer has a company that is built on stock and options trading. I was brought on board to market other services to existing clients.

Question 10. What are the Other Reasons You Haven't Done More with My Body of Work and Have Been More Successful?

- Largely because of the markets and lack of short term results the financial support is now \$0 and the overall support of my strategies is not much higher.
- 268. Lack of funds.
 - 269. lack of global approach to marketing my product
 - 270. Lack of implementation resources, those being primarily lack of high quality, well-trained staff, as well as at times cash flow problems, and lack of time and energy.
 - 271. Lack of money
 - 272. Lack of money for marketing, lack of physical energy to do the work; lack of focus on creating the strategy, choosing the tactics, and then putting them into practice
 - 273. Lack of money, time, limited success of tests
 - 274. Lack of motivation caused by not recognizing my true potential
 - 275. Lack of motivation....or a simple pattern of accomplishment. The big picture is too grand. Self-defeating once the wonder has worn off.
 - 276. Lack of organization-spreading myself thin. Need to have a more focused effort with just a few things.
 - 277. Lack of persistence
 - 278. Lack of process example, need more direction in priority of using tools. Nagging doubt that it will work for me because of my lack of experience and Jays incredible mind being so far ahead of mine,
 - 279. Lack of self belief, lack of experience, not wishing to step outside comfort zone
 - 280. Lack of systematic action and time discipline
 - 281. Lack of time
 - 282. Lack of time
 - 283. Lack of Time / means to assimilate and focus the material...it's too much
 - 284. Lack of time and a "turn-key" marketing system
 - 285. Lack of time and focus because I am daily embroiled in al aspects of my business from payroll, HR, accounting/bookkeeping, sales, marketing, payables, receivables, answering phones, preparing quotes, prospecting, manufacturing, etc.
 - 286. Lack of time and Money and clarity that it will for sure work due to cash flow fears
 - 287. Lack of time and resources.
 - 288. Lack of time and resources.
 - 289. Lack of time and trying to find these specific tools and examples in the mastermind home study course. For the money I invested, I'm surprised that the information is very disorganized.
 - 290. Lack of time left after I spend most of my productive daylight being a physician
 - 291. Lack of time management
 - 292. Lack of time to commit to strategy, caught up in the urgent vs the important
 - 293. Lack of time to sit down and think about it.
 - 294. Lack of time- two small children needing a lot of attention
 - 295. Lack of time, ideas to implement strategy
 - 296. Lack of Time, lack of organizational support, enjoying my kids too much
 - 297. Lack of time, lack of people.
 - 298. Lack of time, priority, remaining in my comfort zone, got enough to get by, lack of

Question 10. What are the Other Reasons You Haven't Done More with My Body of Work and Have Been More Successful?

- vision
- 299. Lack of time. As we're a small company, I find it difficult to spend the time on those areas which are most important. I realize that this should not be, but there are only so many hours in a day. We've taken great steps in the last four months to change how we operate because I'm tired to struggling. The results so far look promising. I need to reserve time in my agenda for strategic marketing, or stay away from the office to read and develop.
 - 300. Lack of time. I am juggling and working two careers to be able to make a smoother financial transition from one career to the next.
 - 301. Lack of time. I am working a full time job as well as developing my business.
 - 302. Lack of time. i.e., Lack of time to even get through (let alone time to study sufficiently to truly understand) all of Jay's wonderful material! Lack of time and understanding to figure out how to apply each marvelous concept to my situation. Lack of time and skill to develop the necessary materials and actually impliment it. It's a blessed challenge, but it's a little overwhelming, and "the specific tools, examples, sales letters, ads, & scripts to implement and customize to [my] own business" (mentioned in Question 9) would really help me with the learning curve and save me from having to "re-invent the wheel"!
 - 303. Lack of truly systematizing my business
 - 304. Lack of understanding of STRATEGY and putting it all together
 - 305. Lack of understanding on how to implement, how to proceed, which ideas are best for my specific situation.
 - 306. Lack of understanding on how to implement, how to proceed, which ideas are best for my specific situation.
 - 307. Lack of understanding, lack of time.
 - 308. Lack people resource and sales revenue
 - 309. Lacking a specific rationale.
 - 310. Lacking of guidance and clear perspective
 - 311. Laziness, procrastination, lack of motivation or need
 - 312. Lazy
 - 313. Lazy
 - 314. Limited bandwidth to personally sell, fulfill and strategize, all at the same time. Very limited capital to hire additional staff before generating additional revenue. However, am making moderately good progress in implementing, first exposed to your work in November, 2002, and have increased sales and improved strategy and tactics since that time.
 - 315. Limited budget, my marketing people do not totally understand your teachings.
 - 316. limited time and money
 - 317. Local market conditions, career transitioning
 - 318. Mainly making the time to learn and master the materials
 - 319. Making the time each day, currently undercapitalized and just how to apply some of the concepts or ideas to my business.
 - 320. Making the time to extricate myself to focus on planning for the company – only recently having become a shareholder/director; knowing your work
 - 321. Market Conditions! Lack of quality employees. It's very well my being focused, but unless I am fortunate in employing like minded people, the frustrations continue.
 - 322. Marketing budget

Question 10. What are the Other Reasons You Haven't Done More with My Body of Work and Have Been More Successful?

- 323. Material is generally poorly organized and virtually unindexed. Relationships between noted strategies and tactics are not clear. Diagnosis of existing issues is not fostered by the materials organization
- 324. Maybe confusion tied w/set backs and life; bills and what not.
- 325. Money
- 326. Money – we are way undercapitalized – and frankly we can't see that your business model could ever work for what we are trying to do.
- 327. Money / Time
- 328. More so lack of equivalent of personal trainer in business and marketing strategy and tactics Lack of:- Unifying strategy, as masterfully pointed out in Jay Abraham's Overview report.- Coaches for enterprise, marketing and management strategy- Coaches for tactical implementation, applications- Trained manpower, both strategic and tactical
- 329. More so than lacking the tools, we lack the resources, (time/personnel) we're a very small company and too much time is devoted to working in the business vs. working on it.
- 330. More than anything else, it is the discipline required to use my time to the maximum. I work on this every single day and I make progress all the time. Chet Holmes' time management module from PEQ was a VERY big help.
- 331. Most importantly – not having the right product or service to offer and not having a group of very strong associates to work with and learn from.
- 332. Mostly a function of time and energy. I can see what to do and am fairly good at implementing any specific tactic, but get busy serving clients generated and change my focus.
- 333. Motivation
- 334. my biggest problem is time to do all the work I should.
- 335. My impatience..... also, having to take "extra" time out to figure out how to implement, manage, update, research and act on many of the methods you have taught seemed out of reach. inertia !!!!! There is so much info and concepts, i don't know which ones will benefit me the most; hence, I don't know where to spend my time.
- 336. My not knowing what business start.
- 337. My own inertia, not having a plan rather than the tools themselves – (light Bulb! – I am missing a strategy?!!)
- 338. My own lack of planning and ensuring the time to implement and study the material.
- 339. My product is a one-time high ticket item and there is virtually no repeat business to it. Referrals are very hard to get as people are very lazy, I bug them to death for them and they love my work but are just too lazy to write a frickin' reference letter. Networking is becoming a little easier and more profound but people are still very clueless as to the scope and beauty and possibilities of my work. Yes I do educate but maybe not enough.
- 340. My wife has been seriously ill and I have had to devote much of my energy to caring for her, and much of our cash to supporting her rather than grow the business until I read David Maister I did not understand the fatal flaw in professional firms
- 341. Need a step by step process for my business profession
- 342. Need to see more of the materials.

Question 10. What are the Other Reasons You Haven't Done More with My Body of Work and Have Been More Successful?

- 343. New business, fear factor, procrastination, working in the business rather than on the business
- 344. New business, not a lot of exposure to your teachings.
- 345. New company – resources, figuring out follow up etc
- 346. New in this business
- 347. New venture.
- 348. No goals, low self confidence, partnership that is not focused on the same objectives
- 349. No, it's that I haven't had a product to sell. We install our first system in April.
- 350. No, its been more a lack of Cash Flow ! 14 ½ months no work.
- 351. Not a clear enough "map" about how to implement the ideas
- 352. Not all apply
- 353. Not applicable.
- 354. Not Applied, don't know where to start
- 355. Not as applicable to my area of business, or I was unable to find a fitting idea for my area of business.
- 356. Not aware of it long enough
- 357. Not delegating enough, I'm still a productive part of the sales force working on certain accounts and products, busy with the day-to-day things. Simply haven't taken the time.
- 358. Not enough discipline with time blocking
- 359. Not enough perseverance, been too satisfied with the amount of business we had
- 360. Not enough time or skills in the organization
- 361. Not enough time/need/want
- 362. Not focused and following up on the ideas
- 363. Not fully understand the essential with your body of work
- 364. Not knowing how to implement the ideas, also there is so much info out there it is easy to chop and change and end up nowhere
- 365. Not known where to start. Overcoming inertia. Not taking the time to stop reacting and actually investing in future growth by implementing the newly discovered tactics.
- 366. Not much time and money
- 367. Not pulling myself out of the business operationally in order to focus more strategically.
- 368. Not sitting down and doing it—The tyranny of the urgent
- 369. Not staying focused
- 370. Not sufficient motivation to cope the challenge and adequate qualified staff
- 371. Not sure how to implement a marketing campaign.
- 372. Not sure how to implement or perhaps just question myself too much.
- 373. Not sure what to do to make it fit, and how to go about it
- 374. Not sure where to begin, what to focus on
- 375. not sure, Lack of funds and time to study most of your material.-
- 376. Nothing

Question 10. What are the Other Reasons You Haven't Done More with My Body of Work and Have Been More Successful?

- 377. Nothing is specific to a department within a large corporation
- 378. One reason is the amount of information when you first undertake the Abraham stuff is overwhelming. In addition it is such good and a new way of looking at business that a person wants to try to implement it all! Back that with having to run the business which takes a lot of time and implementation basically boils down to a time issue. We are wanting to take quantum leaps but have to do baby steps.
- 379. Only accessed the material very recently – Seriously bothered by holding down a 9-5 JOB doing work totally unrelated to building my own business. I have to MIND my OWN business. Currently I do Mind somebody else's business.
- 380. Only because I am in "Crisis Mode". We are out of money and need income desperately. So we are simply pursuing the current strategy with vigor, and maybe ignorance.
- 381. Only been independent in the past few months
- 382. Only begun to be exposed to your body of work
- 383. Only discovered it recently
- 384. Only just immersed my self in it since beginning of 2003. Picking and applying elements as we speak. Use it as valuable source of information.
- 385. Only recently been introduced; still reading basic documents
- 386. Organizing and really understanding what needs to be done first and how to actually implement information and what order.
- 387. Other advisors with other input; time to implement
- 388. Other than ebay where traffic had already provided by them, I have a hard time trying to start another business on the side.
- 389. Overwhelm with too much to do as a sole proprietor
- 390. Overwhelmed by the tactical urgencies of the day. Material is phenomenal yet a bit overwhelming in its own right. A coach or a strategist/tactician to keep us on pace might be more helpful.
- 391. Overwhelmed by too much material and it seems to be too difficult to implement
- 392. Own time mismanagement. Too busy with family and mundane day-to-day office work. Can't see the woods for the trees.
- 393. Part of the issue is organizing to do so in an effective manner
- 394. Perhaps I have yet to grasp the big picture of your potpourri of concepts.
- 395. Perhaps I took too many ad hoc projects.
- 396. Perhaps the language barrier, I'm not sure about that. Sometimes I just cannot find the motivation, or lack of information.
- 397. Personal burnout
- 398. Personal motivation
- 399. Personal /cost/ internal structure to empliment
- 400. Please see answer 9
- 401. Poor and lack of use of time
- 402. Poor time management, getting too involved with the hecticness of life, where to start with all of the information I have, self limiting beliefs.
- 403. Poor use on time and planning on my part
- 404. Presently employed as Credit Manager for Sales with special responsibility for

Question 10. What are the Other Reasons You Haven't Done More with My Body of Work and Have Been More Successful?

- providing Sales and Marketing with opportunities to grow our business.
- 405. Prioritization
 - 406. Procrastination, fear of rejection
 - 407. Procrastination, lack of focus, allowing daily events to set priorities.
 - 408. Procrastination, pure and simple.
 - 409. Procrastination Fear of Success demand a great deal of myself – meaning I can never celebrate my achievements
 - 410. Procrastination Taking too long to think through a new concept and write Internet materials Letting other issues take precedence
 - 411. Procrastination, not knowing where to begin
 - 412. Products are expensive , but if i had the money to invest i truly believe in their value. i need to get myself propelled a bit before i can spend that money as invaluable as it may be.
 - 413. Read your book and heard about you for the first time on Feb 20 2003
 - 414. Recently found, lack of funds
 - 415. Relevance
 - 416. Relevance
 - 417. Resources and lack of knowledge of your techniques
 - 418. Resources, balance between selling and marketing
 - 419. Revenue and profit realization to provide more capital to implement more tactics and obtain assistance (more staff) to do so.
 - 420. Running out of funds
 - 421. Sales fear is a big one. E.g. I know that telephone follow-up would work great, but I delay doing it. Another reason is that I think I probably would be helped by personal coaching - I tend to try things for a brief while then get distracted.
 - 422. See #9
 - 423. See above. Years ago, when I was “hands on” at this business, I subscribed to Jay’s newsletter and got LOTS of good ideas from it. I am a great fan of the Abraham approach.
 - 424. Seems like to big a task, too many things Not organized enough to follow a system Doing the 'day job' of consultancy
 - 425. SELF MOTIVATION
 - 426. Self-confidence
 - 427. Side-tracked occasionally by doin too many day to day matters which could be delegated to the right people.
 - 428. Simply, there is so much over whelming information, tactics, and business growth opportunities. I seem to get lost trying to dissect it all. I eventually get bogged down and end up doing nothing.
 - 429. So far I have been operating as a one-man band. Also, not enough time has elapsed since I began implementing your information in earnest for results to show. Results are now beginning to manifest. As cash flow improves, I will be able to create an infrastructure and a team and pay more attention to public relations and to giving seminars and presentations to groups, so that I can really begin to benefit from the force multiplier concept.
 - 430. So much I don't know where to start.
 - 431. So much useful info, so little time available from actually doing business to spend

Question 10. What are the Other Reasons You Haven't Done More with My Body of Work and Have Been More Successful?

- time on planning and development
432. Some of the ideas seem vague. They make sense but from a process perspective the idea seems to jump from concept to execution without the intermediary steps
433. Sometime a bit generalized!
434. Sometimes too much information to digest at once.
435. Specific applications to my profession
436. Specific marketing applications for wooden ship industry
437. Spent a lot of time learning what I am doing wrong and now plan to put different structures in place, hence the new business venture where I can earn passive income. Time is my biggest factor. Having enough hours in the day to do the things I want to do.
438. Start-up business – time is little!!
439. Still digesting what I picked up at the MMT2002
440. Structuring and creating a relevant product that I can sell – currently the only thing that I have to sell is my time. Saying this, I am currently working on a seminar format to leverage my personal time.
441. Stuck trying to run the business and stuck the process of transforming it. Know that I need to first see where we are and where we have been to take advantage of it.
442. Support staff not adequate yet
443. Takes a lot of time to draft the letters and develop the tools and it is easier to succeed at some level than take a lot of time on something that you are not sure it is going to make a real difference.
444. The ability to integrate philosophy into action on a consistent basis
445. The advertisements I made, was o.k.
446. The biggest reason is in finding time to implement out of the total time available.
447. The biggest reason so far has been that my product was not up to the level I thought it should be. While I was told our janitorial services were as good or better than most of the competition, I saw glaring problems which was resulting in losing clients. I wanted to fix these problems first. The second reason is that I haven't had time to implement many of these actions while I've been working on the first problem, along with some upcoming businesses I have in the planning stages. The sample ads and scripts would be helpful, but you have already given me quite a few (I'm looking forward to more). The thing I probably could use more of is examples of agreements with clients/partners with wording on how to set up the checks and balances.
448. The business is only 14 months old and we are still in an initial getting established, growth stage.
449. The costs of the program in Australian dollars is nearly double the price. Great material but out of reach while you are getting going. Especially the big packages, the small packages give one or two good ideas but you feel like you need a bigger system.
450. The fact that I have not been exposed to a lot of your great concepts would account for not having done more with your body of work.
451. The investment in materials is significant. The time to read, re-read, absorb, craft strategies & tactics pertinent to our business is significant.
452. The material is superb. The reasons are emotional and psychological...doubt,

Question 10. What are the Other Reasons You Haven't Done More with My Body of Work and Have Been More Successful?

- fear, energy, embarrassment, putting myself on the line, fear of failure.
453. The materials are overwhelming. Don't have time to read all of it. Don't know where to begin.
454. The price of the tools are more than I can afford at this moment
455. The reason I have not used your other strategies is that I have not heard of you since a few weeks ago. I have just ordered and received a copy of your book from Amazon, which nobody knows in Holland.
456. The web of entanglements and I just did not get why strategy is so important. I can't believe I missed that.
457. There seems to be a break point at which your stuff becomes more relevant. Some point where sales are adequate and there is a marketing budget but the techniques are being screwed up. I have not reached that point yet where I can fully implement your stuff.
458. Things that would be useful are not so much MORE TACTICS (your materials are replete with those) but:- a syntax and order of what to look at first, second and third (there's SO MANY possible tactics but which to choose and how do I know?)- better chunking of the tactics – they seem very randomly organized – one of the most useful things I got from you was when you divided the different tactics into the 3 ways to grow a business – brilliant. I'd love to have a form/simple questionnaire that I could give people to answer and then read it and have some sense of what the most important thing to ask, suggest or do next is. I feel like this is both an art form (can't be systematized) but also a science (imminently systematizable)
459. Think the main constraint is finding time to assimilate and implement more of Jay's strategies.
460. this is a part time business
461. Time (9)
462. Time – I only obtained Jay' materials 3 months ago
463. Time – I still need to work full time in my main field of employment
464. Time – Scheduling specific time to run through strategies – Still being reactive.
465. time to execute all the ideas
466. Time and commitment. I have a lot of my own creativity plus lots of responsibility running the company – never enough time to just devote to Jay's theory – to see how exactly to apply. Also, although I love the vision of Jay's thinking, integrating with operations of the business (both systems and personalities) is not exactly a no-brainer.
467. Time and financial resources
468. Time and money
469. Time and money – the great conquerors!
470. Time and money to implement.
471. Time and money.
472. Time and priorities
473. Time and resources to implement Customization to my service business
474. Time and understanding
475. Time and understanding of marketing
476. Time available (we both have full time jobs in addition to the business), and motivation of my partner/husband (or lack there of), fear factor of growing larger.

Question 10. What are the Other Reasons You Haven't Done More with My Body of Work and Have Been More Successful?

- 477. Time commitment (2)
- 478. Time constraints
- 479. Time constraints , lack of a shared vision by those around me,
- 480. Time constraints, lack of consistent motivation, financial challenges.
- 481. Time constraints, limited resources. Tactics have to be adapted to an Internet Business
- 482. time constraints, where to begin, getting caught up in the daily rat race and reactive /tactical issues, lack of clear business strategy and focus, needing to ensure we keep the present \$ coming in.
- 483. Time doing instead of time strategizing,
- 484. Time for digesting, trial and error, and effectiveness tracking
- 485. Time- I have been so involved with the day to day job of dentistry that devoting time to work on the business is a distant second to family
- 486. Time is demanding attention to just staying afloat w/ current work more comes at me every day and I don't even catch up w/ last month's stuff
- 487. Time management and demands of current job takes away energy to build other business.
- 488. Time management, focus (strategic),
- 489. Time to do everything myself. No one else to do it.
- 490. time to implement
- 491. Time to test all the different marketing ideas
- 492. Time, approval from my boss, things take time in this co. , new ideas are risky
- 493. Time, cashflow and capital, being distracted by other tasks in my business
- 494. Time, Cost, Risk
- 495. Time, focus, getting hung up on one specific tactic, procrastination, fear,
- 496. Time, I work another full-time job and my partners only seem to focus on the short-term job of the moment
- 497. Time, knowledge
- 498. Time, Money and New to the material and the mindset – but I do enjoy it tremendously and see its value.
- 499. Time, money, labor, need to develop automation systems and secure supply and financing for increased volume of sales. Lead time with manufacturing of some products is six weeks or more. In current geopolitical climate, we are contending with new problems and need to insure we can sustain and develop current products. We are also looking at expanding non-product activities to augment income from products and thereby fund expanding inventory.
- 500. Time, not enough., getting others to see the vision
- 501. Time, organization, commitment, other 'interruptions'
- 502. Time. Other mundane tasks like doing the actual work and maintaining the status quo take time, and slow down more progressive tasks like implementing new marketing programs.
- 503. Time. I never heard of you before November 15, 2002. I am actually delighted with what I've learned since then and the directly relevant changes made to our business plan and operations. Letters, ads, scripts would be useful but we can do those things now that we have refocused our strategy. Those things are mostly tactics and we can do the tactics or apply the ones you have documented in your

Question 10. What are the Other Reasons You Haven't Done More with My Body of Work and Have Been More Successful?

- provided works.
- 504. Time/Financial Resources
 - 505. Too bogged down with the day to day technical work of the business
 - 506. Too busy focusing on and firefighting and everyday issues
 - 507. Too busy trying to survive; didn't take the time
 - 508. Too busy working in my business
 - 509. Too busy working in the business to work ON it
 - 510. Too confusing to find things and it takes time to search for info.
 - 511. Too involved with day to day details and operations. No executive secretary or administrative assistant. Pressure to immediately increase the top line resulting in reactive activities and a failure to block off strategic planning.
 - 512. Too many disjointed ideas, concepts and strategies that should be streamlined – too bulky.
 - 513. Too many opportunities not enough time
 - 514. Too much information to decypher. Out of thousands of pages, it's hard to come up with a few tactics to implement in a way that makes sense.
 - 515. Too much information. Don't know what to use first
 - 516. Too new to it. Just starting my company.
 - 517. Too overwhelm with the stuff – don't know where to start
 - 518. Tunnel vision instead of funnel vision has kept us from creating or seeing our long term goal or strategy.
 - 519. Understand how to adapt it to my business.
 - 520. Unorganized, lack of focus
 - 521. Very busy each day
 - 522. We also have a general attitude (arrogant some might say) that just because something has worked for someone else it will necessarily work for us. While we are far from perfect, we've managed to get this far, which is an achievement. So we're careful to protect what we have and though we're not afraid of taking risks, we are conservative. We prefer to try things small before we roll out, to see if the idea or concept works first. If we can see some results (and they don't have to be huge) then we're willing to try it at a larger scale. But if something doesn't work small, our view is that it won't work big either. There's no shortage of good ideas – but there's a great shortage of ones that truly cut-the-mustard for us.
 - 523. We are a small company, who have been hogtied by our budget , we are overcoming this by using your ideas.
 - 524. We are at full capacity and cannot grow the business even though the opportunity is great
 - 525. We are conservative and traditional and entrenched in our current way of doing things. Also, we do not want to be too aggressive or marketing oriented in our approach due to the conservative nature of our clients and our desire to maintain a professional image.
 - 526. We are just getting to a place where we need to implement these strategies.
 - 527. We did not receive your materials until the last 6 months, and we do take time to do our planning.
 - 528. We have no plan! All Jay's great ideas don't have anywhere to fit into, support or build on.

Question 10. What are the Other Reasons You Haven't Done More with My Body of Work and Have Been More Successful?

- 529. We haven't had the time.
- 530. We mean to do it, but we then get stuck in the everyday problems and keep postponing it
- 531. We need far more examples and guidance for services and flexible customisable products such as software, rather than concrete products. Also for small businesses.
- 532. We perhaps need more time to implement your tactics and see the results
- 533. We seem to be limited by a small number of customers companies who divide the responsibility for projects to different groups, such as engineering specifies and separated purchasing departments decide who to buy from based on meeting the specifications and having the lowest price.
- 534. We're still identifying the motivating messages that convert a prospect to a customer.
- 535. Well , to be truthful I haven't been vary focused. I have a tendency to get a lot of books on marketing and not focus on just a few approaches
- 536. What is needed is a step-by-step method/manual to analyze the current business approach and then explain the methods/ plans to understand the gaps , areas needing improvement /change and the methodology to implement it. This will ensure greater implementation.
- 537. With our products & services, people only think about it when they run out of toner or the printer/fax is broke. Most marketing doesn't stick in there mind.
- 538. Work alone, would be better with partner.
- 539. Working fulltime in another industry
- 540. Working on it
- 541. Working too hard in my business rather than on my business – I am in the process of rectifying this (very important) shortcoming in my new business.
- 542. Working too hard in my business rather than on my business – I am in the process of rectifying this (very important) shortcoming in my new business.
- 543. Worried about making bad impression. Our area has many assisted living facilities. These are constantly marketing and making a general nuisance of themselves. I don't want our facility to be lumped in with them I'm trying to get the angle but don't feel confident about it.
- 544. You have to develop the actual working mechanisms your self. You give the excellent ideas - to make them work is a whole different story.
- 545. You often have so many ideas that any attempt at implementing them all would be foolish. There is not usually the time necessary to consider, evaluate and assess your ideas and I feel that without a sounding board to discuss concepts many biz. owners read your stuff – and then go on with their day to day. I think in many cases you overwhelm people.

Question 11. If You Had at Your Disposal Marketing Tools such as ads, Scripts, and Sales Letters, Would That Make it Easier for You to Implement Your Marketing Strategy?

Question 11. On a scale from 1 to 10 (1 being irrelevant, 10 being totally relevant/accurate) if you had at your disposal marketing tools such as ads, scripts and sales letters, would that make it easier for you to implement your marketing strategy?

Total: 1=34, 2=12, 3=32, 4=15, 5=47, 6=23, 7=37, 8=85, 9=47, 10=372

Average: 8.05

Question 12. If You Have a Marketing Plan in Place Explain How Each/All of Your Marketing Tactics Integrate and Combine to Deploy or Execute Your Main/Big Strategic Objective?

Question 12. If you have a marketing strategy plan in place explain how each/all of your marketing tactics integrate and combine to deploy or execute your main/big strategic objective.

1. 1) I would have at least 2-3 personal appointments daily. 2) I'd have weekly appointments with at least a CEO from a company weekly. 3) I'd recruit and train my self my sales agents, and 4) Our sales stats would be something very nice to look at.
2. 1. Referrals bring in new clients which can then generate more new clients through more referrals. 2. Monthly specials to fellow shopping center occupants allow them to try new treatments every month at a special price. To allow the to experience the treatment and talk about it to their customers. More referrals
3. 1. The website informs potential customers about our concepts and strategies. 2. We encourage website visitors to provide their e-mail address by offering a free Trading Manual and a free newsletter. 3. We e-mail promotions and special offers to this e-mail list and try to sell our products and services
4. 25 - 30 annual direct mail pieces are focused on marketing segments.
5. Actually, as I mentioned, I'm in the conceptualizing stages of the business plan.
6. After we have properly presented our distinctively superior products, we are now in a position to receive a highly profitable sale because our competitor's lower price isn't enough.
7. Ahh...this is why I am filling out this survey. I don't have a strategy in place to tie all my 'tactics' together. Damn it!
8. All activities drive to one of a kind excellence in my specific functional area
9. All are intended to provide value and cost-savings for the customer.
10. all are to complement each other from introduction to follow up
11. All different parts work together to draw traffic to my website for interested executives wanting to do business with China.
12. All I need is the plan, and then the commitment and dedication and perseverance to work the plan.
13. All marketing activities are evaluated in terms of how they will generate more referrals.
14. All marketing must reflect the ultimate vision for the company.
15. All my interests have varying degrees of strategy, but none have a comprehensive, complete, and delineated strategy.
16. All of the marketing that I do is designed to promote my products. For example, internet marketing drives potential clients to my site to see free info. Leading to sales. Direct mail and the phone enable Joint ventures leading directly to sales, articles that I write peak interest and lead to sales
17. All of the tactics work towards generating clients for mortgages – new and existing realtors, working past customers, endorsements, host/beneficiary, dm, telemarketing
18. All of them have the same thread running through them – putting our clients at the centre of everything we do –so all developments are designed to add value to them

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19. All our marketing tactics are intended to position ourselves to be the best business people in the minds of our clients.
20. All people need to breath and next to breathing the most important thing you can do is communicate. So everyone becomes a customer .The company name is Global Explorer Communications because it globally explores the potential of communication between two to millions of people.
21. All roads lead to an initial free contact - and then it's up to us
22. All tactics are designed to funnel a steady stream of new prospects of the target caliber. They are geared to position me as a credible authority on growing entrepreneurial business, enable people to experience what I can deliver with very low risk, while getting them to see how I can significantly impact their business.
23. All tactics fulfill the strategy or they do not happen
24. All tactics must support a strategy
25. All the tactics I use are geared at collecting the contact details of my customers, then to weed out the non-buyers by first educating them about my business, then offering them one special discount after another to see if they'll finally pull out their wallet and order, and finally building a highly responsive, profitable core customer list to which I market other high value products over and over.
26. All the tactics together provide a variety of informational messages such that many people who call us say that they were told by someone else to give us a call. That someone else was not a referral source, but an individual that had seen some our marketing pieces.
27. As a startup the strategy is only beginning to be developed.
28. As above—no marketing strategy.
29. As I mentioned earlier, I have difficulties integrate all of your tactics. I would tend to do it by trial and error method.
30. As noted above, I wouldn't describe our method of marketing as based on a sound and well-developed marketing strategy. We do stick to our demonstrated areas of expertise and strive to be the highest-quality option available in these areas.
31. At the risk of repeating ourselves, our strategic approach is based on the Ries & Trout model as explained in their book 'Bottom Up Marketing'. Their view is that the best strategic approach is to first identify something which works at a tactical level, and then work the tactic back up through the organization so that it becomes a strategy – then with all the weight the organisation can give it, drive the tactic hard into the marketplace. Our 'Call-back Cop' idea was one of these. We've developed an internal manual and call-coding methodology to ensure the tactic works and keeps working. Being a fast responding company in our industry gives us a strategic advantage. Our 'Visual Quotes' was another example where we had one sales operative who had started doing them, and reported a favourable response from prospects. From there we invested in technology so that visual quotes could be sent from all comuters in the sales department, and wrote training documentation so that visual quoting became standard. We also had to invest in equipment to create our digital library, as well as further training in digital photography. [We've discovered it's not just a case of point-and-click to get a good photo of a container.] We're now facing further issues of running a digital library, such as coding, cataloguing, etc. We have been discussing the philosophy of dentist Paddy Lund who has a practice which is more like a café than a dental

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- surgery, offering many types of tea as well as having an imported Italian coffee machine for his patients – the smell of freshly roasted coffee being more welcoming than the smell of anesthetic. Our first implementation is to have very large bowls of market-fresh fruit in the foyer and various other places round the office for anyone to enjoy. This is tactical, but our strategic objective is to create a highly enjoyable visiting experience for our walk-in customers, dramatically different from that of our competitors. We're not there yet, but we're working on it – which will include a major overhaul and refit to the interior of our compound this year – all using containers so that we can showcase the creative possibilities. Containers offer beyond simple storage. No competitor will have anything like it.
32. Basically I present at conferences and to groups of school Principal's (educating and informing). Combined with referrals that are unsolicited (I have no active plan for generating referrals) My products and myself are positioned in such a way that the schools look to me as the expert.
 33. Basically, my marketing plan is to focus on a particular market, and I'm presently trying to determine a good niche to target.
 34. Because my plan uses various approaches the success comes from the discipline of running the programmes as specified in the plan. eg every quarter.
 35. Business balance: Wholesale-40%, retail-60% based on capital available.
 36. Can't
 37. Can't really admit to a very fine tuned / well honed marketing strategy in place
 38. Can't really answer this question at this point in time as I am not sure how they all fit together – they are forming!
 39. Combine to execute the big/main strategic objective to bring more satisfaction to the clients and more business for the company.
 40. Consciously putting each into action at every opportunity
 41. Consistent communication, development of long term relationships, contingency fees or other risk reversal.
 42. Consistent follow through – tactics done systematically to form a repeatable process.
 43. Creating the perception that no one can do the job more conveniently, with better quality or with the level of service and be a Community Leader
 44. Currently I don't have a written plan as the business is fast changing and have to adapt to market changes and situations
 45. Currently they do not but I see this is essential
 46. Currently, I am developing alliances and referral resources to bring in clients. I also identify terrible ads and call or write behind them .
 47. Currently, we have not formally nailed that down.
 48. Delegate portions of the plan and help train others to implement the plan.
 49. Deliver solid information that has value is integrated in all aspects.
 50. Direct mail and broadcast fax to targeted lists, drives calls to call capture 800 hotlines with free recorded messages and website opt-in email capture. Phones are answered live by outsourced call center, questions get answered, orders are taken and forwarded to the fulfillment warehouse where they are picked, packed and shipped. Customer satisfaction follow-up interviews are done. Follow up offers are made monthly. Ride along offers go out in each shipped package.

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- Referrals are requested in the company newsletter also enclosed with the weekly, or monthly order.
51. Direct mail is used to initially introduce our company and the services we offer. We then follow up with a phone call to more fully explain who we are and how we can work with the client. We have a couple of industry sales reps promoting our services. This helps to reinforce who we are, and gets to people who we do not know exist. We also are getting referrals from our clients.
 52. Direct mail, phone, direct mail are used to initiate contact and build a relationship. Continual follow up in presale and post sale periods.
 53. Do not have a comprehensive plan in place
 54. Do not have a formal plan.
 55. Do not have a written plan.
 56. Do not have one in place
 57. Do not really have one in place.
 58. Don't have a specific plan in place
 59. Don't have a written, prepared plan. There is a brief one in my head which should improve, ring-out and commit to paper.
 60. Don't have an integrated approach.
 61. Don't have marketing strat. All tactical
 62. Don't have one
 63. Don't have one
 64. Don't have one in place
 65. Don't have one in place
 66. Don't have one in place yet
 67. Don't have one yet
 68. Don't know
 69. Don't know as yet will have to come up with a marketing strategy initiative once before we are ready to open our doors for business.
 70. Don't really have one.
 71. Don't understand but I guess you mean – Do you. If is do you have – the answer is No
 72. Don't think I do this well
 73. Each approach I use has the purpose of increasing exposure of my expertise to my potential partner. By using different approaches I want to “bombard” my prospects using “different angles” of credibility
 74. Each component of our overall strategy has several tactics intended to help achieve overall strategy
 75. Each marketing tactic educates my customers on why my USP providing thousand of pictures makes learning a language easy for them.
 76. Each marketing tactic is designed to bring us into contact with new prospects to whom we can communicate about their need for our services and how we can help them with their health care needs.
 77. Each marketing tactic serves a specific strategic sub-goal. And each strategic sub-goal when combined, is planned to achieve the overriding main goal / vision

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- of the business.
78. Each of the five pillars are interrelated in achieving the objective. They each act as strategic imperatives that provide balance to the tactical efforts.
 79. Each of the other 4 make use of my skills.
 80. Each piece is intended to be self-executing so that the salesperson doesn't have to know much about the product to be able to sign up the client. The product slick speaks of benefits to the client in the first person and offers some services unique to JP Morgan Chase Cash Services.
 81. Each product and service leads to selling another product or service.
 82. Each support the other.
 83. Each tactic is designed to achieve "market position from the clients' point of view" of the firm's services as the preferred source of service.
 84. Each tactic is supposed to increase awareness, produce desire for the knowledge and products we have, and move people to action to accomplish it.
 85. Each tactic is used to leverage the investments in the other tactics.
 86. Each will provide a portion of income to the whole picture. It will make it so I have more time instead of trying to do everything myself which uses all my time.
 87. Educating our clients adds value to them, helps them understand the invisible aspects of our services, and positions us as experts in our industry. It also provides us with an opportunity to demonstrate competencies in other areas apart from the services they already buy from us. This helps them feel more confident about referring others to us and buying other services from us. We educate using our website, quarterly free seminars, newsletters, and personal communication
 88. Education
 89. Events are set to obtain donors then upgrade their future donations.
 90. Every day we are faced with a zillion opportunities, questions, issues, problems. We used to flail around, reacting to everything, totally ad hoc, opportunitstic. The strategy makes it all clear. An opportunity comes along, we do a quick strategy check – nine times out of ten, the answer is clear (usually it's NO!)
 91. Everything contributes to the idea of my value to the customer. Speaking, articles, web site, newsletters all contribute to the message that I will provide value.
 92. Everything focuses on educating and promoting the use of environmentally friendly lawn and garden care.
 93. Everything I do is designed to get people to call me
 94. Everything is based upon my USP.
 95. Everything is designed to position me as the recognized expert in the eyes of my target market
 96. Everything we do is focused on being visible on the Internet.
 97. Exchanging links with related sites and increasing overall site size will continue to increase my page ranks and traffic, which will automatically produce more revenue. Press releases will increase traffic by branding the site in the real world.
 98. Excited
 99. Exposing the client to constant news and ideas to allow them to accept change.
 100. Follow-through with tactics is an area where I am terribly underachieving. The big picture is easy. The tactics a little more challenging at times – it's the follow-

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- through!
101. For the independent school market we have combined awards, mailings, reprints, and workshops to “spread the word” about a “system” we have documented to improve implementation of construction projects.
 102. Get people on courses Bring the company to the public eye Get courses in different places Give the consistent message
 103. giving the prospect what they are hungry for
 104. Good question!!! Got me thinking Well, they is no strategy in my plan at the moment Ok new strategic plan. All referees will receive a commission, they will also receive a update of all the success stories I have completed. Giving them a better knowledge to sell my services Pre-write emails to forward on with all the examples written up allowing people to endorse my work and get rewarded by commission for the referral Make a ruminant – brochure/ teaser place in non-competitive businesses that are already serving my target clientele referring to my test and results thus far
 105. Growth limitations allow us to be sloppy and inconsistent in execution of plans. Marketing personnel also revert to delivering services when workload is high, necessitating reduction in marketing/sales efforts.
 106. Have a plan haven't really implemented it yet.
 107. Have to craft specific tactical objectives to support the three pillars of my strategy and target markets – each requires specific steps. All have to be integrated such that there is no cannibalization of benefits or duplication.
 108. Have vision but not really a strategic plan
 109. Having the tools available will definitely make it easier to just take a page off and use it to get the results. Most importantly, the pieces must have been proven before to have worked, otherwise, it will just be costly in the long term to test and measure all the marketing.
 110. High profile created, leads funneled, education provided.
 111. Hopefully, everything at the tactical level points to the brand, and points to the type of and quality of data that we can provide.
 112. I always keep the main aim of the business in mind when doing any sort of marketing or sales work. This stops me going off on a tangent and getting distracted from what I really want to do
 113. I am at a lose, but I got to tape #3 and 4 of the December tape this Wednesday that is how I answered question #1
 114. I am still in the planning phase.
 115. I attempt to use all of my six pillars in every sales piece or presentation I create.
 116. I can't do justice to this question, because I'm at the very beginning of forming the strategy plan and the objectives.
 117. I could definitely use some help on this one.
 118. I do not have a marketing plan in place
 119. I do not have a marketing strategy in place
 120. I don't
 121. I don't have a marketing strategy plan in place.
 122. I don't have a marketing strategy plan. I do things as they come

Question 12. If You Have a Marketing Plan in Place Explain How Each/All of Your Marketing Tactics Integrate and Combine to Deploy or Execute Your Main/Big Strategic Objective?

- 123. I don't really have a sophisticated system in place
- 124. I don't really have an effective plan
- 125. I DON'T THINK I HAVE MARKETING STRATEGY PLAN
- 126. I don't. I am running and gunning for new accounts to build a client base.
- 127. I don't really have a strategic marketing plan in place.
- 128. I don't think there is any big secret here. *IF* I were to have time to implement them all, there would be a synergistic effect that would increase business more than the sum of the parts.
- 129. I have no clue how to define the little steps of my Vision-Strategy
- 130. I have no marketing plan at this moment
- 131. I have no written strategy laid out to accomplish my goals
- 132. I have only used direct mail to reach customers with TV commercials going out at the same time to be top of mind awareness for customers
- 133. I haven't figured that out yet...
- 134. I haven't had an overall defined strategy.
- 135. I insist on letting trust and relationships be the key; most of the business is by word-of-mouth, and it has served me well for years
- 136. I just realized that I am relying on one marketing tactic to market my business and it scares me.
- 137. I maintain several spreadsheets to capture my contacts with clients and prospects as I try to close deals. I list the opportunity, the client or prospect name, the appropriate deal size in dollars, the likelihood of closing (10%/25%/50%/75%/90%) and the number of days a deal is likely to be from start (7/15/30/45/60/90 days). I calculate a 30-day pipeline forecast by multiplying the deal size by the probability, and adding up everything I think is going to close in the next 30 days. I try to keep this spreadsheet updated on a weekly basis, updating it from journal entries I keep on all contacts I have with people throughout the week. I also work with a couple business development people who bring opportunities to me. I plug these opportunities into my spreadsheet and track them even if I am not the primary sales person for that opportunity. Additionally, I also work with partner companies in complementary industries who get asked to provide IT services but don't have that capability in-house.
- 138. I need to create a plan and stick to it while being flexible enough for change as needed to gain a market share of business that is out there.
- 139. I point all the tactics to the one main point of differing myself in the clients from other mortgage companies as the company that will educate rather than sell a mortgage
- 140. I publish inspirational magazine. I infuse the dream in my staff, so that they think along with me.
- 141. I receive more referrals with a growing customer base, because I combine my knowledge on human drives with getting the referrals. Every one I meet will feel that they receive something extra from dealing with me- something they appreciate, but did not expect.
- 142. I shooy in all directions simultaneously
- 143. I try to make all my materials high quality (no crappy photocopies etc..) and do things expected of only a larger more sophisticated company with deeper

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- pockets.
144. I use multiple sales touch-points with a focus on educating and lending advice as opposed to sales-hype. I re-iterate, multiple times, my goals and desires for each clients. I attempt to lead the client down the proper path to their solution
 145. I use the "having the mind and heart of a servant approach"
 146. I want to establish a new brand name; therefore our motto is "honesty". This honesty is very difficult to find on Polish market, so this I would like to grow it into a feature of our USP. Show room honestly presents our products. Sales talk is totally sincere and honest explaining what our company can do for the client and what kind of responsibility we take for it. Risk reversal is very difficult in Poland, mainly due to a very low morale of clients. At present we offer installments and gradually I will want to educate my brother and his staff to accept money back guarantee – this will require some time though. We very honestly prepare our proposal for order-made kitchen: first a questionnaire to grasp client's needs is being implemented – this also allows us to build client's database. Then according to the needs a drawing is being prepared with honest calculation of costs. People started to comment that we have "normal" prices for a very nice product. I am forcing the follow-up system that would honestly take care of any troubles with the product and allow contacting our clients on regular basis. This is not normal in Poland yet and I have to do some internal promotion first.
 147. I will be able to contact people that want to buy or sale in the next 7 day's
 148. I wish I did, but don't at this time.
 149. I'm a one person office with an assistant and 35 field people working part time. I'm a "one man band."
 150. I'm focusing on host/benefit relationships
 151. I'm getting my customers to take baby steps so that they get to know and trust me so that they'll be happy to give me money.
 152. Identify and build on core competencies, primarily in marketing and sales
Strengthen employee communications through open and frank discussion with all levels of staff Enhance entrepreneurial/team spirit challenging each staff member to be the best Implement and fully utilize the latest technologies to improve field input and set directions
 153. I identify areas to serve that are not too far away and easy to access identify interested customers with the right profile installation have suitable vending machines that are easy to service and operate reliably. provide high quality service that should hopefully keep competition away.
 154. If I had it in place
 155. If there is 10 ways to market a Internet business in which to make a profit I will do all 10 as time and money presents itself.
 156. If we could plug in each tactic we wouldn't need to waste time and we would be able to track
 157. If you have a marketing strategy plan in place explain how each/all of your marketing tactics integrate and combine to deploy or execute your main/big strategic objective
 158. If you have a marketing strategy plan in place explain how each/all of your marketing tactics integrate and combine to deploy or execute your main/big strategic objective New small business need a web presence to increase their marketing

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159. In addition to my own products, I recruit and train clients to become marketers of their own unique products and invite them to become a part of my marketing community
160. In process, due to not having one
161. In Q 3, I listed tactics. All of these tactics have the overall result of raising awareness, some relate to a call to action, or proactive actions taken by the business.
162. Initially identify underselling in existing customer base. Find reasons and report to Sales Executive.
163. Initiate scale of initiatives/tactics to create lots of "noise" in the market in order to get attention. E.g. launch a couple of public websites that everyone will use, with valuable info (e.g. music, film) and uses our software at back-end. Make access smooth and silky. Let people download our stuff and feel productive w/ ten minutes after download. Grow recognition, value, "seduce"/persuade people to use it so they can experience the value add, and then they don't want to go back anymore. Price strategy matches this tactic. Extremely low thresholds to enter. Extremely valuable, persuasive and seductive. Make people feel happy, strong, proud. Give them choice. Synergize all these efforts to grow BIG market in short as possible time. Also letting other companies include our software into their volume products. Apple, Dell, Microsoft, Oracle, SAP, etc.
164. Initiating contact with people so they can be educated properly is our primary method of insuring a good quality patient.
165. Internet Sales: We are getting more traffic by use of an affiliate program where we pay companies for sales we generate from visitors from their web site. We are taking the first steps in re writing our web site to increase the conversion rate of sales to visitors. Partners: We have one partner, a company that does online motivational assessments. The products are complementary. We have begun approaching fraternities and sororities and are using a package including their product and ours. Channels: The first channel we are using is going to the fraternities and sororities, using the combined product described above to get acceptance by a local chapter and then going to the national organization to get national acceptance.
166. It opens eyes I have no that
167. It turns our marketing and sales into a process that is executable – see above.
168. It would probably not change the way I conduct business, or alter my base commitments to client service and excellence.
169. It's all very new, so I don't think I can answer this yet.
170. Keep the name in the frame and the relationship adds tangible value to the client organizations as well as individuals.
171. Letters followed up by phone call or simply cold-calls using the telephone.
172. look for companies with the same clients and pay them to resell or refer their clients to us.
173. Marketing strategy: Have existing customers refer new customers to me. When they do this I give them discounts on future products (a form of barter).
174. More like a canvassing shatter shot approach
175. More predictable supply chain management
176. My aim of being trusted forces me to select my product range with extreme care. I then communicate the reasons I have made my selections in the most efficient

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- tactical manner that I can
177. My displays let potential customers see my work and when they call me, they are already pre-sold to a certain degree. I then offer a lot of free service to close the deal.
 178. My main marketing plan is to acquire more clients and the only way that I can do that is build on my existing list and to use a cold mailing list along with display ads.
 179. My main two tactics are making alliances and PR. My strategy is to gain pre-eminence in my field which means that I/we have to be recognized as both expert and approachable. Building credibility and trust is essential. This is achieved through extensive coverage in both the public and trade press. This spreads our name and is believable because the articles are not adverts where we are seen to be promoting ourselves. This coverage is supported by our on-going relationship contact process (database) which kicks in as soon as an enquiry is made. Alliances are a very important way forward for us as they allow our work to be disseminated through multiple channels which are perceived by potential customers as endorsing us. This again points to an organization that is not 'blowing its own trumpet' but which is being supported by other respected companies/institutions and so our credibility rises. The actively pursued referral policy picks up all our customers during and after our training intervention and involves them in the spreading of the word about the topic (emotional literacy) rather than just recommending ourselves as a company. People tend to feel quite passionate about giving children a better chance and so we have quite a lot of response to this invitation.
 180. My marketing strategy is to brand the company and product and generate leads leading to increased revenue and marketshare. My activities are structured to achieve this.
 181. My mortgage loan program is new, but hopefully over the years (I've done promotional products for 5 years) I have built up trust with enough real estate agents that they will participate in my back end program
 182. My objective is (and has been working) is that when people look for martial arts equipment they find us. For example; when people ask at martial arts schools they invariably are told most of the time to come to us. Same for the movie and television industry. When people look in the yellow pages, they find us with the best ad. We are working on being a regular presence at tournaments and other events. Plan is that when they look in the martial arts magazine they will see our ads. We are working on creating a television commercial set that will be shown nation wide.
 183. My plan is a little scattered, I teach classes at health fairs and sell books, refer people to my website, offer free articles that refer to my website, sell books from my website, sell though ebay and amazon . Have not been successful at getting distribution.
 184. My plan is simple. There is so much miss-information regarding cleaning of jewelry. I intent to correct that by providing that information to my competition, jewelry store, gem association etc. I intent to set the standard. I am in the process setting up a web page for the proper methods of cleaning all jewelry so that they can keep the public informed. This will set me up as the expert in my industry.
 185. My plan is still being developed (start-up business). This integration is a major aim. At the moment I don't have it all figured out.

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186. My plan is summarized on a "one page" with either a monthly and quarterly focus. I create the same "one pager" for my clients.
187. My strategy cause my client to provide me with another or my next client.
188. My strategy is in my mind... which is not a good place for strategy if there is only one :)
189. My tactics are chosen to build a relationship with my clients, to understand them and their needs. I am not cheap but I am strong on quality and strong on relationship. I try to take away the risks for potential clients and make it easy for them to recommend me to others. I try to be accessible to them.
190. My tactics are designed to bring visitors to my web site. My web site is designed to bring the visitor to personal contact with me. Once I can gain personal contact I can work on building a solid relationship of trust and support with my customer. Once I have built the relationship to the point of trust the potential customer will be eager to try my products and services. Once the customer tries my products and services they will be convinced that I what I have told them to this point has always been the truth. They will then be willing to purchase additional products and services but, more importantly, they will "spread" the word to others.
191. My thoughts on the marketing strategy include seeking referrals from the people who have already purchased from me and sending out letter encouraging my present customers to refinance and free up some capital.
192. My USP is to help clients succeed. Each marketing tactic educates the prospect as to the gap between where he is and where he could/should be, and demonstrates to the client my commitment to help him/her succeed.
193. N/A – Don't yet have a solid marketing strategy in place.
194. Networking helps identify prospects; marketing tools help capture contact information. Tools and seminars educate prospects about the benefits of our system; flash consulting helps close business
195. New approach: Seminars beget More Work
196. New customers are obtained through face to face exposure to the artwork either at a show or in a current customers home. Prior to going to a show, a post card announcing the show is mailed to anyone within a 75 mile radius of the event. Existing customers are invited to come to the event via the card which contains an inducement such as a free gift with minimum purchase. Credit is given for referral sales
197. News letters (Direct mail) at same time as Newspaper advertising.
198. no
199. no
200. no – but it would be great to have!
201. No coherent main strategic objective
202. No fully developed plan, more a loose set of guidelines for myself
203. No marketing strategy in place
204. No marketing strategy plan in place.
205. No plan at the moment, after this questionnaire I'm sure, I'll write one
206. No plan in place
207. No plan in place
208. No specific marketing strategy is in place.

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- 209. No strategy
- 210. No written marketing strategy as such. We have a continual aim to brand ourselves through all we do as the most professional and caring agency in the area.
- 211. None
- 212. None in place
- 213. None in place
- 214. None in place
- 215. None in place
- 216. NONE YET
- 217. Not available
- 218. Not clearly defined
- 219. Not coordinated at all.
- 220. Not got a strategy in place
- 221. Not I place
- 222. Not in Place
- 223. Not in place at this time.
- 224. Not sure exactly.
- 225. Not sure, what this means, but we achieve all the goals/tactics on our strategic chart, month after month, without fail, no matter how bizarre or difficult it may seem at the start..
- 226. Not there yet
- 227. Not there yet.
- 228. Not very well defined at this stage. Basically every contact I make in whichever way is aimed at bringing the services we can offer to the attention of all prospective clients (primarily by taking them directly from an e-mail approach to the relevant service they are looking for on our web domain, or referring them to our web domain via our newsletter, brochure, or contact at networking occasions).
- 229. Not well
- 230. Not yet
- 231. Not yet in place
- 232. Nothing we have tried has worked well, EXCEPT for referrals, which give us a close ratio of about 90%
- 233. Oh, come on! Give me a break!
- 234. Once people become acquainted with me, the idea is that they realize I care about their future well-being and that I am not a hit-and-run, quick fix artist. The Weekly "Must-Know" Info TM Bulletin I email to them gets posted on my Web site as a future information resource. The Network Exchange I am creating on my Web site will enable people to have their business listed there if they provide me with the names of at least six referrals who must agree to receive my Bulletin. Those who provide me with 24 or more referrals will qualify as Sponsors and be on the Front Page of my Network Exchange on my Web site, together with Affiliates, from whom I will derive commissions. Eventually, I also want to derive income from advertising on my Web site by having visitors frequent the Network

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- Exchange section, and also derive advertising income from my Bulletin each week. In due course, I will be able to offer seminars to my increasing email distribution list on my own or in collaboration with other experts. I am also contemplating writing books and creating tapes to increase my exposure, with the ultimate objective of selling more life and disability insurance on my own and in collaboration with other colleagues not only in my home state but around the country.
235. One Call...Does It All
236. One repeat generates cash... The two referrals are calls made by the client on my behalf – reinforcing through verbalization the value we have created together, the three recommendations offer me a chance to influence the client's supply or value chain – adding additional value and generating new client opportunities
237. Only in the broader strokes: Strategy of being niche market maker and leadership, undergirded by:- Tactical survey research of direct customers (dealers and consultants) and ultimate customers (end users they are gatekeepers for).- Tactical profit-sharing with suppliers- Tactical referral program- Tactical host-beneficiary out-reach
238. Organic synthesis
239. Our business is a numbers game. The more people you contact the more successful you are. You must also be able to comfortably articulate your opportunity and product. You must also be able to effectively train the men and women who want to start a home based business and you must do all of your work professionally and according to applicable law.
240. Our business would be 100% Word of Mouth/Referrals
241. Our corporate marketing strategy is to create leads. They do this with our Host beneficiary relationships (partnerships with complementary product manufacturers, PR, channel partnerships, and free evaluation downloads.
242. Our Internet competitors don't offer personal service, easy financing, 0800 number, easy and various order modes, bonus reports and don't define/cover the target market efficiently with ads
243. Our marketing is done case by case when we have something to market.. we don't look ahead or try to pre-sell.
244. Our marketing strategy is a bit hit and miss at the moment – nothing definitive.
245. Our marketing strategy plan is not yet in place, but is currently being reviewed and renewed, so I am not yet able to answer this question.
246. Our marketing strategy plan is still in the formative stages, so it's not really in place yet.
247. Our new marketing strategy plan is still in the developmental stage.
248. Our strategy is to educate the market as to the availability of our type of service. Each point of contact is crafted to introduce and/or build on the previous contact. Of course the first face to face contacts intention is to: 1.close the sale 2.If no sale is made; leave the door open for future business.
249. Our tactics of emailing, faxing, and calling the BG members will ultimately produce the 1000 customers we desire. But the agency program is failing. None of the 40 people signed to be independent agents are producing even 1 customer per month.
250. Plan in the works, not in place. Looking for one clear, consistent message to be repeated everywhere. When ready, every part of the strategy will support the

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- other parts.
251. Presently only referral marketing is active method.
 252. Radio interviews frequently generate sales and, because I am a guest expert, generate activity to the web site. The web site is the cyber salesman who never sleeps and, when I manage to get people to it, sometimes we make sales. The wholesale activity generates some mildly predictable cash flow and it would be very good if that was better developed. Often people who purchase the SINGLE product we distribute wholesale, they call us and order other products.
 253. Real estate for income and time freedom to learn more about marketing.
 254. Really don't have. Been thrown into this business and trying to learn as fast as possible.
 255. Referrals – well by wanting to help people enjoy life and make money, by helping people do this they tell others about it and recommend me Business cards- when I tell people what I like to do and they are curious enough to consider it for themselves then they take a business card, give me theirs and we arrange a time for a call
 256. Rethinking my last experience – want to improve on it.
 257. Right now it is informally in place,,, but actions are designed to give the new client and existing client a wow experience, a feeling of being part of something; great results he can tell others about; getting those statements in writing
 258. Right now they don't
 259. Sadly, they seem to function independently, but they also funnel into the big picture of my business. It seems my marketing is too hap-hazard and strained.
 260. Sales letters, reference sheets, industry data for proof of claims, samples, and follow-up with potential clients.
 261. Sales letters/ faxes, email are followed up by phone calls
 262. See Business Strategy & Mkt Strategy, above.
 263. Simple: Preparing seminar, write them enticing, sizzling letters to attend free 1hr seminar, if impressed, hire me, babe & skyrocket your profits!
 264. So far all aspects of the business are integrated on paper.
 265. Some of the tactics were mentioned in question 2. We identify through database research privately owned companies that are profitable and turning over between £ 1million to £ 10 million we write to them on a risk free basis consultation to see if we can save them tax, (if we cannot help them we don't get paid) we have some useful products then enable us to do this. These letters are followed up by two telesales people with the aim of getting four appointments per advisor a week. Where the company is weak the numbers are not measured i.e. letters to appointments, closed sales etc. The Managing Director is against measurement apart from sales per week (I don't agree with this). From the appointments gained we show the prospects how we can save them tax invariably we identify other issues should as protection for key executives pension inheritance tax problems etc. So saving tax is the way in (everyone likes to save tax). Risk reversal in so far as there is nothing to pay to find out if we can save them money and generally the products we sell them are from savings in tax or there is no fee involved because the provider of the insurance product pays our firm a commission direct. This way into the corporate market ties up with our overall aim to grow the business in this sector simply because the fees per visit are significantly higher than the domestic market. Some of the corporate policies generate £30,000-

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- £50,000 in fees whereas a typical domestic sale would be between £1000-£2000. We are also using professional connections to grow the business, accountants lawyers etc.
266. Sporadic efforts
267. Still being developed – but with the primary goals of maintaining values, consistency in our image and a focus on our objectives as we ‘craft the arrows in our competitive quiver’
268. Still developing a marketing strategy plan for new emphasis on coaching in my practice
269. Strategic choices are made by top management; tactical choices are made by operational managers who know the objectives and strategic vision
270. Team meeting reinforce mkt plan. We adapt to changing conditions and change the tactics if they are not working or we discover better methods.
271. That is the ‘trick’, now, isn’t it?
272. That is what I am looking for and would be excellent
273. The foundation of them all is, TRUST & SERVICE.
274. The idea is to use our newsletter and the referral system to complement each other so that there are more touch points with existing clients, who, loving the service, will then want to refer people. Consistent approaches to written media, both online and in print, enable PR efforts to generate positive press and traffic to our website. Partnerships with website driven companies that are complementary to our customer base bring in traffic through referral links. All of this established CircleLending has THE place to go when you want to formalize a loan between individuals, primarily family and friends.
275. The integration and combination happens through my positioning and USP: “Consulting-Coaching-Training for entrepreneurial practice in Marketing.”
276. The integration is simple because I do it all and am constantly choosing which tactic suits my time and the situation.
277. The main strategy is the easiest building a database by acquiring internet properties with traffic.
278. The Marketing Plan helps in identify the resources needed and the time frame required to achieve the strategic objective. Milestones can be projected to guide the business.
279. The marketing tactics provide the exposure to achieve the strategy.
280. The nature of our business brings us into face-to-face contact with each client on a monthly basis. In addition, they receive a monthly report from us on the progress being made by the injured worker they represent. The average length of a program for an injured worker is 11 months. This gives us at least 22 ‘contact points’ with each client, giving us repeated opportunities to build and cement relationships, identify new potential products, etc
281. The objective when reached or even partially reached will be the end result of knowing what I want out of the business and working backwards from there to achieve it. Going over your materials with lots of imagination I was allowed a view of what is possible. Since I am in a startup I decided to shape the objective I mean what I found to be most desirable for me with what is available in my transformed mind. After much soul searching and keeping in mind my original dreams and aspirations and mostly with your help I have developed a strategy that is attainable through the use of the many tactics available you have

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- described with enough detail. I shall be able implement one at a time layer upon layer which when somewhat implemented not fully necessarily, the strategy will be well on the way of being achieved and with it what I want out of the endeavour.
282. The only marketing plan we have is to have a booth at expos and make our contacts there.
283. The plan sometimes gets put on the back burner as I deliver services.
284. The strategy contemplates the two aspects. Push and Pull. The Push part is by persuading the channels and the Pull part is intended for persuading the final user. In my case the methodology of Jay is clearly playing the Push part by persuading the channels of distribution.
285. The tactics combine to provide different avenues to achieve the overall objective. If one of these is not working well then concentration will be put more on the most effective.
286. There is no marketing plan
287. There is no real marketing plan set in place. We rely on a great deal of phone in business from Yellow Pages and other more specific directories. We have just started to target specific groups who we believe would be pre disposed to purchase our types of products.
288. They all address what is lacking in the market place
289. They all attempt to lease up space and improve recognition in the marketplace.
290. They all bring in leads
291. They all come back to being the jars provide the easiest fastest, best , most enjoyable solutions.
292. They all communicate the same messages, they present a united CRM front and they are all designed from the customer's point of view.
293. They all focus in some way on our outstanding service
294. They all improve customer relationships or develop new ones
295. They all serve to increase the objectives listed in #2
296. They all support each other, leading all customers to buy more sophisticated modules.
297. They are designed to enhance each other and provide synergy. We prioritize.
298. They are synergistic.
299. They depict me as an experienced expert in financial management of real estate companies, able to help companies prosper now
300. They don't
301. They don't, because I essentially only have 1 method.
302. They each add qualified prospects to the pool, to draw from.
303. they keep our name in front of people
304. They really don't
305. They surround the ideal clients and explain my usp from different thrusts.
306. They work as a circle to promote our co.
307. This extensive, so I will explain briefly. 1) I market a product that I think offers a compelling value to the potential buyer (unique, good value, easy to use, makes a problem go away, it works and we have substantial evidence to prove it), 2) I select from my data base (about 150,000 names) customer and prospect whose

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demographics suggest that would have an interest (based upon SIC code, # employees, annual sales, their business, their preferred technology, etc.), 3) I develop several test scripts and experiment with them for a few days until we get it "dialed in" to get a favorable response (i.e. Make 100 calls, connect 12 times to a real prospect, get 20-50% preliminary interest rate, 4) develop complimentary marketing collateral to go with script (i.e. letter, e-mail, brochures, survey form, etc. depending upon the product), then scale up to a full fledged campaign – form which we identify prospect interested in changing between 6 months to 5 years, those are then "incubated" and nurtured until they are serious interested in looking with bi-monthly mailings of success stories and promotions. When they are ready to look, I perform a "site survey" to qualify to see if they will really buy after a demonstration – if I have this at an executive level, 50% chance the company will buy. By the way, all the steps from initial contact to final close are defined and tracked to help us figure out what to tweak and how to forecast.

308. This is getting so depressing Jay...
309. This is not in place, but I am working towards it. I am selling you a tool that affords you an ergonomic advantage. My strategy is to make available to you information and soon video that shows you how you can gain an almost unfair advantage over your competition. The ads stress that the web site will stress that and when I have a person on the phone I will ask them questions to demonstrate whether in fact we have the right tool for them.
310. This one has overwhelmed me
311. This still needs to be developed
312. This would take days!The direct marketing and referrals systems gets me in front of prospects. We find compatibility (70% conversion) . We do things for them & they gain. We do things together, they get more clients. They let us work on those clients
313. This year I have updated my website, placed my name and website on sites that will draw more hits, hopefully with good results, I have placed advertisements in two local magazines to advertise and send people to find out more at my website
314. Through the continue generation of a revenue producing leads.
315. To be consistence and focus, utilize all possible efford and tools available
316. To get the Internet business on autopilot
317. Too early to describe as we are currently assessing both our tactics and overall strategy.
318. Try to get the interest of potential referrers and continuously impress them with service to their clients. We try to personalize our place through our monthly newsletter. Then stay in front of them often enough so that they think of us when faced with a person that can use our services and "sell" them on us. The follow up tour is designed to strengthen their trust of us and the fun that the otherwise homebound participants experience here.
319. Unfortunately, I don't have a strategy plan.
320. Unfortunately, we are too sporadic. There is not a truly organized strategic plan. Just the intermittent application of a philosophy.
321. unknown
322. Unsure.
323. Use field marketing and sales staff to prospect strategic and key accounts with our in-process IC discrete or FPGA. Build a close relationship. Keep customer

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- informed of progress. Help with design-in for their evaluation. Compete on features first with strategic and key accounts. Only when that is leveled, then compete on price to get the business.
- 324. Use Internet only.
 - 325. Use Press Releases from time to time, use referrals from clients and cold call leads
 - 326. Use same tactics for all groups
 - 327. Very well
 - 328. Visitors are invited to opt-in, subscribers to buy, customers to become affiliate
 - 329. WE ARE ATTEMPTING TO ESTABLISH OURSELVES AS EXPERTS IN THE MARKET. - We do Packing Demonstrations each month in the store, and on invitation to outside organizations. We have packed suitcases, and packing accessories in the shop to show & salespeople often refer to them to show how to get best use of case (and sell additional things so customer will receive fuller satisfaction) We have a Repair Shop in our store to service the items we sell (as well as any others) & often share with customers how repair history influences the brands, styles and price ranges of luggage we stock and sell. WE HAVE TRIED TO MAKE SHOPPING FUN, AND REWARD CUSTOMERS, AND ESPECIALLY RETURN CUSTOMERS (AS WELL AS REFERRALS) We obtained a supply of Uncirculated State Quarters (Denver and Philadelphia mints), and a 2 Year collection/display board. Each customer making a purchase over \$50.00 received FREE the collection/display board and one or more beginning quarters. Each time they make an additional purchase, they get another State Quarter for their collection. If they refer anyone, the person referred receives board and quarter without purchase, and person making referral receives additional quarter for their collection. Started strong, but hasn't continued to generate excitement/interest, and Inertia has overtaken it (ENTROPY?). WE HAVE BEEN TRYING TO REVERSE RISK OF PURCHASING DECISION BY GIVING CHANCE TO USE CASE AND RETURN IT IF NOT SATISFACTORY. One customer who has now returned 3 used cases, and still not happy, and several others who probably used cases for their trip, and don't need again have given us a bit of a sour feeling.
 - 330. We are constantly adding more income streams to benefit our members and keep our prices low.
 - 331. We are not really effective in emarketing at the moment - trying to sift through all the dis-information out there!
 - 332. We are now at the point of needing to create our marketing strategy.
 - 333. We are very good in direct marketing (direct mail, telemarketing) and we sell this services to other companies. We are never idle because if we have no business we use our call center to sell books and seminars we produce. I teach at private Business College and I collect information from my students. I am also advisor to the managerial board of the mobile operator in my country. All this info I use to produce marketing newsletter that is a nice profit center for my company. We have a nice (small I admit) business where all pieces contribute to the success of the company.
 - 334. We coordinate print radio TV direct mail and e mail with the same message
 - 335. We do direct mail to potential clients in conjunction with our affiliate program to establish a presence in a community. Once we get a foothold, we work on referrals from those clients, and then develop ways to increase our average sale

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- to each client.
336. We don't have a good plan in place
337. We focus all of our efforts on ensuring comfort and pleasure for our patients. We have their best interest at heart. So for every offer, case presentation, etc...it is always approached as a gift to them, as a way to better their life and to help them achieve the results and care that they deserve. Our patients are rewarded for referrals and upon completion of large cases. Our staff is rewarded based on increases in business.
338. We have a 2 tier strategy, marketing licensed areas, then assisting the licensees to sell. It's more tactical than strategic although we are working to change that.
339. We have not executed our marketing tactics yet.
340. We have now deveoped distinctively elegant, easily deployed Supply Chain Management modules. This, together with our other high standard and innovative creations, provides us with the opportunity to commence an aggressive marketing program for our products offering a superior performance/price mix from anything else that we have seen in the marketplace.
341. We make ourselves known by networking at chosen groups, then choosing the best prospects to work with. The website helps people to view our work and philosophy.
342. We normaly have a fixed sequence:1. Telemarketing to schedule meetings with clients2. Email Marketing to announce promotions 3. Letter marketing 4. Events presenting interesting topics to clients with meetings as follow ups
343. We our just putting this together, we have started implementing many of your tactis, but we have no formal strategy at present
344. We simply offer clients who are in foreclosure and have 25%-30% or equity remaining in their property that we can have one of our Investors purchase their property; then turn right around and sell it back to them, using our exclusive Land Trust Transfer Plan. We then help the client to re-establish their credit to where they can qualify for a re-fi in 2 yrs and buy-out the Investor.
345. We try to utilize the USPS Sales force for 90% of our Shipping Product line salesSo we send them marketing materials every 3 months.
346. We use classifieds, field days where we meet our customers which in turn generate contacts. We plan to systematically market to these contacts.
347. We use primarily email marketing to drive our business. Based on our statistics, the more we email, the more business we get. Consequently, the majority of our efforts are dedicated to email marketing. We have developed in-house an email application which allows us to manage our communication very well. The emails contain information about our services. We hold 4 times a year information sessions for key decision-makers. Everyone is invited by email. Participants are clients and prospects. We see a direct increase in revenue after these sessions. Also, we hold educational sessions on a variety of topics, based on the target audience we wish to attract and on courses which attract the most profit. The results of these is mixed. I will be conducting a better
348. We use the overall goal when we decide on the tactic. If the tactic doesn't head for the goal we don't do it.
349. We're currently working with Scott Hallman to develop an integrated marketing strategy plan.
350. Well, at the moment, the bit I work with do integrate, meaning every lead is

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- followed up and I do business with more than 50% of incoming leads. The point is: not enough hot leads that do come in.
351. Well, Gee, I've designed a strategy, but I can't say that it's "in place" yet. Even so, I expect my design to integrate like this: Educational Seminars & Services advises patrons & potential patrons about benefits of owning & enjoying original art in homes & businesses, things to consider before buying, negotiating with artists, what it takes to create the artwork; For artist clients, classes/seminars share information about market trends, money management skills, managing patron contacts, balancing creativity needs & family/business demands. All build my reputation as knowledgeable, trustworthy, respectful and respectable, etc. Direct Sales brings in revenue & gives me the flexibility to offer the greatest value in terms of prices, service, etc. Representing other artists as well as myself offers greatest opportunity to match client needs & taste with specific artist's strengths. Host beneficiary mutually builds the reputation and bottom line for me and my partners. Charitable Contributions and Services (eg. fundraising through commissions from high-dollar donors, art donations to auctions, etc.) raises awareness of fine art availability and gives back to the local, national & global communities. Also, community-focus art service/educational efforts introduce me to the general population AND encourages general art interest & appreciation in children (get 'em while they're young!) Artist Alliance Network, matching patrons to artists, gives my patrons resources should I not be the right fit for their needs; also keeps me in touch with my industry, new ideas, etc. Juried Exhibitions, when I am accepted into them, builds my credibility as an artist capable of world-class quality work; if I host them, then they are also a revenue + resource developer for those who can "make me famous" (eg. those who serve on the juries) and new artist talent to possibly rep. Gallery Representation & Art Fairs lets somebody else market me in the traditional artist venues. Emerging Artist Incubation lets me foster new talent both artistically, emotionally and financially for success as independents and/or client artists
 352. When you attack a main objective from all sides it is much easier to accomplish.
 353. While each combine to generate a core gathering, I am relying on the viral aspect to grow
 354. While we have a marketing strategy, we have been approaching it tactically, failing to integrate our activities and not following through to a successful outcome because we haven't planned and prepared for unexpected shifts in our responses. We tend to allow the environment to control our next move rather than creating the environment we need to be successful in meeting our objectives.
 355. Working on this over the next few months
 356. Would attract many more people to start their own home based business & be able to start them with an easy duplicatable system to build their businesses.
 357. Writing-shows technical competence, Speaking-articulates concepts and helps brand myself, seminars-teaches details of specific areas, consulting-results from the other 3
 358. Yes – but not overtly as far as the world is concerned. Waiting for software to settle down.
 359. Yes, working systematically and having a life time perspective of my customer relationships
 360. Your core business consisting of mostly brain-ware and research work, should be supported by an attractive and interesting web-site, and could be supported by

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other effective marketing tools such as sales letters, ads etc. The above marketing tools should underline the achieved excellent services performed. It is expected that the success of serving clients with personal touch and quality would become a marketing tool by referral (from mouth to mouth). Our core staff is expected to upgrade themselves using available data, seminars and meeting.

Question 13. What's Your Company's Competitive Strategy in A Nutshell?

Question 13. What's your company's competitive strategy in a nutshell?

1. #1, was to be the best in our own art. And now "We are the one stop shop for our Martial Art". No one offers more information nor can they at this time as we have contractual agreements with the best people in the art. #2. All others will need to buy from us so we are now creating affiliates for marketing our products. #3. Next we will expand these teaching to other martial art systems. #4. We will increase a secondary proprietary information base that will be needed by all systems. Next will be online University study systems.
2. "Let's do some more work and see if it doesn't help".
3. "really don't have one" we think clients like the idea that we actually reside in the Caribbean.
4. "Top of mind awareness" for Real Estate Sales Coaching.
5. >rely on quality and word of mouth
6. 100% client focus, unmatched creative innovation and execution, high quality with equally high value
7. 25 years, prestige, quality.
8. 48 years in business with the top paint line Benjamin Moore, personnel ,5 locations interior designers, industrial and commercial sales
9. A fair price – good value.
10. A new service for a specific niche market.
11. A unique therapeutic treatment in a beautiful day spa setting for a reasonable price. As well as the option of many other body treatments also available.
12. A young and innovate company constantly looking a new ways of teaching.
13. a. Always provide value to the customerb. Make the consulting process enjoyable for both the customer and the consultantc. Make the customer happy enough with my work to:- Recommend me to others- Want me back to help with another problem
14. Ability to translate complex regulatory information to the client.
15. Add more value than our competition through superior service.
16. Adding back end, adding services that our customers need, listening to their needs
17. Adding strategic services to existing tactical companies
18. Advertise and feature items at Sale Prices to bring people to our on-street (Not in a Mall) location - Provide a larger selection and better range of prices than mass merchant or mall specialty stores - Do repairs (including Warranty repairs on most all brands) to bring people in.
19. Advertising specialty products with exclusive brand names at still competitive prices
20. Affordable, pay people to participate, redeem for 100,000+ items at current market or sale prices and Customer Capturing(tm) creates an additional revenue stream.
21. Again. You've got me. I need to develop one.
22. All our clients tell us that NO ONE does what we do.....all businesses have teams, a businesses have problems, we unlock the collective wisdom of the team to enable THEM to solve problems they have never been able to solve before.
23. All the companies I partner with as deliverer of services and products offer best quality/price and a great attitude towards customer service.
24. Always do what's best for the prospect & customer. Even if it is to tell them to go to our competitor.
25. Always going the extra mile to satisfy the client
26. Always strive to give better personal service and attention to client needs.

Question 13. What's Your Company's Competitive Strategy in A Nutshell?

27. Approach as many people as possible
28. As above – strong branding as a 'gold label' supplier with huge local expertise.
29. As opposed to other direct marketing software solution providers, we don't consider ourselves in the software business. We are in the business of ensuring the client gets the end result they want... bottom-line sustainable marketing results. And we will provide, directly, every tool required to see that happen. We won't just recommend other resources, we will provide them directly (or find them and provide them)... including consulting, education, vendor setup assistance, and so on. And our job is never done until the client achieves the end result of bottom-line sustainable marketing results.
30. Attempt to stimulate referrals from current patients
31. Attract the highest quality sales team members who are willing to enter into Christian covenant with us.
32. Automate document production to prevent mistakes and increase productivity, continually train staff, attract business clients through information marketing and build referrals from professionals.
33. based on innovative tactics, such as publishing a newsletter that features my roster of speakers.
34. Based on my superb wisdom and experience I am able to help people resolve issues in 1/3 the time of other counselors
35. Be able to provide at least one solution for all customers with a slip-fall problem.
36. Be better different than everyone else.
37. Be completely unique and totally value added and dominate our market niche. We are using Jay's techniques to help us "uncommoditize".
38. Be distinct
39. Be honest, integrity, reasonable (affordable) , return info. in a prompt time.
40. Be more professional than our competition.
41. Be more valuable
42. Be the Best
43. Be the best and most competent
44. Be the best dentist I know how to be and provide that service the most comfortably as possible
45. Be the best option from all our individual customers points of view and then wait for them to contact us (soft sell)
46. Be the best/only teacher of permission to succeed and dominate the market with superior information, and have fun.
47. Be the company that medical clinics can turn to for problems with reimbursement or regulation adherence.
48. Be the INDEPENDENT source of information
49. Be up to date, focus on in-demand topics, have the most real-world-oriented seminar leaders (in comparison to just giving theory)
50. Become industry standard. Be there first. Usually the first software company to claim a niche ends up with 80% of that niche's market share.
51. Become the best and most efficient at getting people healthy .
52. Being able to see what isn't there, and implement the vision, so that what needs to happen happens. Doing so with minimal expense and maximum possible safety.
53. Being more available
54. Being the best
55. Being the best at what I do
56. Being the innovator in our industry and being the first to try new forms of product, services and overall strategy of preeminence
57. Being the law firm that the average, unsophisticated business person goes to for

Question 13. What's Your Company's Competitive Strategy in A Nutshell?

- help on asset protection by using business entities and wills and trusts.
58. Best client service and peace of mind
 59. Best Database administrators in the country – cost-effective solution to an expensive necessity
 60. Best service
 61. Best service in area
 62. Best tangible value results with lowest risk, innovative strategies and see what others can't see.
 63. Better and more reliable customer service and a larger footprint of coverage for the state of Oregon than our competitors
 64. Better product at lower cost
 65. Better service will automatically get us more business
 66. Better than money back guarantees, free follow up program, availability, price
 67. Brilliance in idea
 68. Build a reputable brand
 69. build strong relationship based upon expertise and service
 70. Business coaching to improve business performance
 71. Business growth consulting, from an experience entrepreneur, on a contingency basis.
 72. By using our company, you get the All Star team in every city
 73. Can't get it out of the nutshell. Little competition with the tools provided by Jay...consultant-wise. If I just did.....
 74. Changing the image of Collision Repair Facilities , level of professionalism quality of product and integrity.
 75. Choice
 76. Combining both the experience we have with the commitment we have to continually embrace new technologies - resulting in added value for our clients
 77. Commitment to customers.
 78. Compete where national companies (AOL, etc) do not market.
 79. Contact as many customers as possible and provide the most value added services at the best price.
 80. Contact For sale by owners by phone and compete for their listing. Ask SOI for referrals.
 81. Contacting slow-paying accounts at a very early age without getting them angry.
 82. Convenience, friendly, good prices, good location.
 83. Convince customers our product is the best
 84. Convince the world that, although there are a thousand gardening books on the market, there is only one Company with the world-wide experience and materials to teach successful, effective family-based food production
 85. Cooperation/collaboration in order to combine several strengths for benefit of client
 86. Create the best product, educate the customer so that we are the only choice, continually evolve our offerings, establish ongoing communication channels to build ongoing relationship
 87. Create the easiest most foolproof way to plan, budget, and control film and TV production systems using risk reversal.
 88. Creating real value for the client for their overall financial health, not just quoting rates and prices
 89. Creative and unique
 90. Currently, honestly I don't think that I have one.
 91. Define what my competition is doing and what is being sold and inventoried And develop a specific program for that customer to purchase my manufacturer's Products

Question 13. What's Your Company's Competitive Strategy in A Nutshell?

- 92. Deliver excellent coaching
- 93. Deliver exceptional results in sales, significant ROI
- 94. Deliver more personalized service and dependability, and the word will spread. It has!
- 95. Deliver products conveniently and reasonably priced that can not be found easily at retail
- 96. Delivering cutting edge information and solutions that make my clients money
- 97. Develop and institute ways to continually becoming a bigger asset to our clients business.
- 98. Develop loyalty with our customers by supporting them with outstanding results and ask these loyal customers for referrals. My experience over 30+ years is that I close 90+% of potential client engagements – the weakness of the operation is a lack of exposure to enough new clients. In addition, I believe a well-developed and 'pointed' marketing strategy would make us more unique enabling the charging of higher fees and insulating the business from economic downturns.
- 99. Develop the sales activity in house
- 100. Did not think of that one yet
- 101. Differentiate based on the quality, comprehensiveness of our lists. Use guarantees to encourage trials, generate trust, demonstrate quality of both lists and service.
- 102. Differentiation: being regarded as experts who provide unbiased, objective, and comprehensive RFID evaluations and solutions; not just another information technology consulting firm
- 103. Direct response marketing vz. Non measurable marketing costs
- 104. Discount real estate for sellers, includes internet & multi-listing, which FSBOs cannot get themselves.
- 105. Discounting
- 106. Do the best I can, and hope for the best. I need a lot of work on my strategy.
- 107. Do what we do better than anyone else in the Australian marketplace – demonstrated by delivering "results" for our customers.
- 108. Domination, negotiation and cooperation
- 109. Don't compete – Innovate
- 110. Don't have one
- 111. Don't have one
- 112. Don't have one as yet, but know that we want to be wildly successful and to be the best in our field of business, Also would like to not only compete but beat the big boys in the game by utilizing to the fullest all the strategies we can lay our hands on and employ them to the fullest to grow our business at astonishing levels irrespective of external conditions and the economic climate.
- 113. Educate our prospects, charge reasonable fees
- 114. Education
- 115. Enhancing multidimensional niches to maximize synergy & minimize head-on competition. <http://virtuousSpirals.com>
- 116. Everyone is engaged in a game of financial chess against the financial institutions and the government. Yet people do not have a financial chessboard, so they have no way of knowing how they are doing in their game. I provide the financial chessboard with which I show people how to maximize their wealth and protection. But my overall strategy or higher purpose is to show people how to live their life powerfully and live the life they love by combining their resources, skills and talents to produce the life they love. As a stepping stone to pursuing this higher purpose, I am helping people to make the best possible personal financial decisions for their future.
- 117. Excellent collection, excellent logistics, excellent service

Question 13. What's Your Company's Competitive Strategy in A Nutshell?

- 118. Excellent product and provide a lower cost of ownership & tangible return on Invest to our clients.
- 119. Exclusive decorating information products lowers competition because it is exclusive. My main competition comes from people offering seminars and classes at huge prices. My informational products are better and sell for a fraction of the cost of seminars/classes.
- 120. Exclusive provider of certain certifications
- 121. Experience
- 122. Experience and exposure to non-conventional marketing methods that are rarely used in the health club industry.
- 123. Experience, Referrals
- 124. Family business, total commitment to what we're doing
- 125. Fast in response and various initiatives to entice members to join the club with new incentives being given to the members quarterly as its membership increases
- 126. Faster service better customer communication
- 127. Faster, cheaper, & 4 times more effective.
- 128. Faster, implementation, lower overhead, more availability of service techs.
- 129. Find a superior access vehicle for contacting clients and picking them up one at a time
- 130. Find a want/need and fill it better than everyone else.
- 131. Find out what people want and give it to them
- 132. First – we help you succeed. Then – you favor us with your employee benefits business. Very few players in employee benefits are equipped to help the client succeed.
- 133. First to market with a new design. Good established network of distributors and field sales and marketing in all important regions.
- 134. First, I have the best jewelry cleaner in the world. I try to keep a personal relationship with my clients. My product is time tested, they can trust what they are using and get beautiful results, safely, quick and easy.
- 135. Flexibility
- 136. Flexibility in pricing
- 137. Focus on small to medium size business (the “big boys” think this market is too small for them), offer cost-effective proven software solutions that work implemented by seasoned professionals that have years of business as well as technical experience. Often the solution modularly so the buyer can buy it all at once or a piece a time and proceed as he gains confidence with us and payback form our solution.
- 138. Focus on the niche of environmentally friendly lawn and garden equipment rather than standard Home Depot types of equipment.
- 139. Focus on very crisply defined niches. Identify low cost massive advertising methods reaching basically the pursued segment .Use the Jay methods with non conventional channels of distribution for the massive delivery of the goods. By passing the old boys networks in the conventional ways of the business. Attractive improved margins for all involved.
- 140. Focus only on what adds the most value. Apply leverage wherever possible.
- 141. For the remainder of 2003, my strategy is to get the first two peer groups up and running. This should give me revenues to help me hire some people to help with administration and things I should not be doing myself. I intend to get the RT groups via endorsed mailings and cold calls (albeit on a VERY SMALL SCALE). Endorsed by people I've met whose client base is similar to the people I want to attract.
- 142. From client's perspective: create undeniable maximum value solution (eliminate or at minimum diminish pain) for every dollar client spends on service.

Question 13. What's Your Company's Competitive Strategy in A Nutshell?

143. Gain credibility/reputation via acceptance into juried art shows, and then sell through world-class art galleries. (While this IS happening, it's not going well/fast enough to keep me in business.)
144. Get in front of potential customer
145. Get in front of prospects first, preeminence, and keep the communications ongoing. Identify those prospects that qualify for early sales and put the rest on continual follow up. This allows me to work the strategy of the Continual Parade.
146. Get results when others cannot.
147. Get the job. get the good, easy-to-work-with client...
148. Get the word out as inexpensively as possible and develop long-term relationships with customers whenever possible.
149. Get to know the client's business, and give advice in their context – tailor my advice to their business and not just give technical legal advice in a vacuum.
150. Give added value, deliver more than promise
151. Give superior service, sell superior products.
152. Give the consumer (house seller) the choice of services/costs which best suit his/her needs, as opposed to the standard 6% commission
153. Giving customers extra value, and letting them know about it.
154. Go in from many advantage positions and follow up, follow up, follow up.
155. Good question
156. Good question. We're being commoditized in some segments and while we're communicating our greatest strength and differentiation to some segments, others are being neglected.
157. great buying power hence a good GP
158. Great product, great service, great customer support, fair pricing, and runs great on Macintosh, in addition to Windows and the Internet.
159. Great promotional messages and customization
160. Grow to be the leader
161. Guarantee performance
162. Hard work and live one day at a time
163. Have a complete line of essay to use Postal Solutions that are affordable and on a yearly use fee and help businesses use the Postal Service more profitably.
164. Have better products than others at this time, later we will create our strategy.
165. Have none.
166. Haven't set one up. Was hoping I would learn something from you.
167. having an edge where possible - better at consultancy, properties with something special
168. Having unique gift items that they can't find at other stores
169. Hierarcle product based. Many are much larger.
170. High quality, creative design, low overhead (competitive pricing), and nth degree service.
171. Hit and Miss.
172. Honesty & Service
173. Honet competitive rates
174. Hope to gradually increase business in the desired direction by referrals
175. I always make a point to collect personal data on customers, to enter it in my data base, and then be as personal and advisory to my customers as possible....I never appear to be upset if they don't buy on that particular call, even if I'm grinding my teeth inwardly...
176. I am in a joint venture with a guy who runs courses in option trading and he sells the service at the seminar (captured market) we are 50/50 partners. Also looking to provide the service to a brokerage firm who will on sell it to their clients.
177. I am thinking to differentiate from my competition by adding standard transmission

Question 13. What's Your Company's Competitive Strategy in A Nutshell?

- training (my competition trains only in automatic transmission trucks). I am also planning in adding a defensive driving course for truckers.
178. I believe it's the strength of my copywriting that will give us a competitive edge. My goal is to find a starving crowd and sell them the product or solution that will solve their problem
 179. I can provide the client with more than one way to solve the problem and do quite well at it if I can find the client with the need for my services.
 180. I create a lifetime personal relationship with each client who uses our products.
 181. I developed a position or USP of "the truth" backed by results
 182. I don't have one.
 183. I don't have to sell everybody just those committed to growing so I work on getting them to qualify themselves for our higher value solutions
 184. I don't know
 185. I don't quite understand what you mean. If any, my strategy would be to know what my competitors offer and how my services or products are different.
 186. I don't really think I have one that is defining other than I have hung in there for 15 years now, through some very rough times. Repeat clientele has kept the business functioning.
 187. I don't worry about competition, or I just ignore them or try to learn from them.
 188. I don't have competition on a product base - My obstacle is the clients lack of creativity and may be not allocating a budget to do training or marketing - or the decision maker is an abdicator of the learning and the implementers are low level information deliverers only.
 189. I have a unique product which makes researching more profitable.
 190. I have found a niche in lease purchasing that nobody else is using. I plan on marketing it in the near future.
 191. I have many years of experience in accounting, management and marketing that distinguishes me from competitors and provides a comprehensive solution to many small business problems.
 192. I have no competition.
 193. I keep trying to be better than the rest
 194. I lack a competitive strategy.
 195. I make my clients the only game in town.
 196. I not only develop my own courses, but market and outsource to competitors under my company name
 197. I offer marketing and sales services for crossborder businesses (foreign companies who want to build, enhance, grow, protect their business in Europe specially in Germany)I offer office service, office space, strategy workshops, marketing workshops, projectmanagement in areas of my expertise or related areas
 198. I see my services as entirely unique and therefore don't have any competition – no one else does quite what I do the way I do it.
 199. I thought I answered that above (see Question #2).
 200. I try to offer the highest quality services I can. I give talks and write a column to give myself visibility
 201. I use what comes naturally to me which to energize, inspire, and encourage.
 202. I'm not sure we have a competitive strategy
 203. Identify the highest value customers and provide them with the highest level of service at competitive prices.
 204. If you are a therapist, less than 5 ft 8" tall and deliver any form of deep tissue therapy, or if you are 5 ft doing any type of manual therapy, I am the only manufacturer in the world that makes a lift table that goes low enough for you to gain any ergonomic advantage. (Like being able to put your upper body weight into your hands to elicit the change in the patient rather than you using force to do

Question 13. What's Your Company's Competitive Strategy in A Nutshell?

- so. Force provokes resistance and uses lots of energy.)
205. Implement a tailored approach by region to leverage inherent strengths by markets
 206. In a nutshell me and my independent's partners strategy is to create and market superior products/services with customer service, support and training always being the key component in what and how we do things.
 207. In a nutshell, my company does not have a competitive strategy.
 208. In one way or another, sell as much as you can, the best you can, based on whatever it is that you've got.
 209. In our Supply Chain Software Marketplace Contact all potential prospects quarterly Create multiple systems to provide suspects & prospects information to increase awareness; knowledge; establish expertise; build trust.
 210. Increase our "Presence of Mind" in all Martial Artists as the place to get the greatest value for your dollar.
 211. Innovation/Results
 212. Innovative financial processing solutions
 213. International credibility in coaching training
 214. It offers the average person an opportunity to have their own business at an affordable investment, using a proven structure with a complete product line up.
 215. It was once to be the biggest through volume, we are slowly switching to be the best through quality.
 216. It's work in progress.
 217. Just develop new products then haphazardly put in them in the market place
 218. just offer a high quality product
 219. Just out hustle the big boys in this field.
 220. Just promote.
 221. Just to deliver a totally unique system of analysis resulting in a correct estimation of what needs to be handled to correct the cause of their problem, and then presenting this to the client as a plan of action, with a time line, check-up schedule, and the correct supplements for their case. we handle cases that are tough for others but are easy for us. because our approach is so unique, it is highly harder to get a raw meat new client to jump on board than it is to get someone who has been referred by earlier successful client.
 222. Keep the price low enough that massage professionals can afford it.
 223. Know how and skills. The board of Siemens UK once asked "Was I running the company or the Board?"
 224. know the market, know the competitor
 225. Know what's going on in the small business marketplace. Be a source of information. Deliver
 226. knowledge
 227. Knowledge and experience and good workmanship
 228. Latest American Techniques
 229. Leading health technologies that really make a difference in people health directly demonstrated to them
 230. Leverage key industry clients to become the low cost supplier of choice.
 231. Leverage key industry clients to become the low cost supplier of choice.
 232. Leverage technology to grow share, price, and profitability.
 233. Line Item Veto. If the value we deliver to you is less than we agreed to up front, just mark down your invoice when it's time to pay us.
 234. Local firms
 235. Low price
 236. Make a commodity item (haircuts) an experience with lots of added value.
 237. Make a friend first. Let sales come naturally

Question 13. What's Your Company's Competitive Strategy in A Nutshell?

238. Make a profit and help companies make profits
239. Make decisions faster, sustain an extremely ethical and professional atmosphere, and communicate with and take special care of repeat customers
240. Make it very easy for our customers to maintain their own website. Customers
241. Make money with the least amount of time!
242. Make our product to be above and beyond what can be offered by any of our competition because we don't just relieve the symptoms we help to specifically correct the problem and balance the muscles to help keep it that way.
243. Making people aware of investment opportunities that are not widely publicized and earning a fee for introducing them to these deals
244. Market share
245. Materials for the business owner in easy-to-understand terms and a safe environment
246. Maximize market position within a final profitable status to suit
247. Maximizing student potential
248. Measurable results. Results based compensation. Educate my customers.
249. Metaphysical Way to Achieve an Outstanding Quality of Life
250. More educational and more helpful than any other.
251. More Marketing practice, less Marketing theory.
252. Most fundraisers try to turn churches into Walmarts. Fundraising should be based on Christian principles, that is, using scripture to raise money and develop a closer relationship with Jesus.
253. Mostly the information that's somewhat unique and my demonstrations the classes that make it clear and easy for people.
254. My aim is to parlay the success I had as a paid employee into an independent joint venture partner by proving my credibility using endorsements (letters of recommendation) and offering an authoritative booklet and a marketing analysis of my potential partners' profit potential
255. My business strategy is to become the most respected provider of financial communications and investor relations services in Canada by the professional investment community and public markets as a whole.
256. My industry consists of over 30,000 supplements (vitamins, minerals herbs, fruit juices, etc.) we have the only all-natural biotechnology whole food supplement in the world, the product has over 130 international patents, the technology over 400 patents, human clinical studies from: Harvard, us army, Uganda Africa, Kenya, Africa (and so on and so on.....) it is the only drug or non drug (it's not a drug) in the world that balances the human immune system which cause enough positive effects on those who try it; we maintain a 90+% customer retention on an annualized basis.
257. My only current strategy is networking with those I know within my current client companies. This is obviously very limiting and does nothing to help win new client companies.
258. My real competition is from company's own in-house people, thinking they can do better without outside advice.
259. My staff – excellent teachers – able to relate well to students, target their problems and address their issues highly effectively. We do not offer a computerised programme
260. My USP: I'll boost your profits by % 500....& make you the ONLY company of choice in your industry. Guaranteed.PAKISTAN'S ONLY STRATEGIC CONSULANTNow answering your question:Virtually no competition. Compared to others, I'm young (age 26), radical, outrageous, provocative, mindful (critically questioning myself, my beliefs, my authority figures, current methods, the status quo), dynamic, creative, destructive (committed to destroying myself, not improving myself – frequently) , innovative, unorthodox, aberrant, a dissenter,

Question 13. What's Your Company's Competitive Strategy in A Nutshell?

- relovutionary.
261. Name recognition raving fans
 262. Never knock on the front door when you can be invited through the back door as a friend!
 263. Nicely designed, good quality product for a normal price, sold by an honest company.
 264. Niche player in a sunset industry
 265. Niche services performed for over 10 years. Rely on repeat/referrals only.
 266. Niche-crafted services to defined sectors of the marketplace.
 267. No competitors in one of the field. In the other, they have poor performing products.
 268. No direct competition at present, indirect competition comes from alternative health resources.
 269. No one else does what we do in our marketplace.
 270. No one else is able to come close to the total guarantee that we offer to our customers on every product that we sell.
 271. No one else, that I'm aware of, teaches word of mouth to the level it can go – besides you Jay (you're the master :)). Plus, my course is very different from your 93 extraordinary referral strategies. Plus I market to small businesses. They tend to start with the belief that word of mouth is the only way that works. So I really have no competition, especially since people will buy a wom course over an ad course etc.
 272. No one provides all the services we do.
 273. No strategy in place
 274. Nobody else in our field in Australia is doing any e-marketing. They are still into snail mail, and advertisments. Our e-zine is very highly regarded. (and unique in Australia)
 275. Nobody who is ill gets better unless their own self-healing works well. Almost all medical care is designed to suppress or remove symptoms. My competitive strategy is to try and help people to understand that the reasons they are not satisfied with their healthcare is because this issue hasn't been addressed. My competitive strategy is based on pushing the concept of "uniqueness", "patient centredness", "whole person approaches" and "empowerment"
 276. none
 277. NONE
 278. None yet. Studying market and current practitioners to find a niche.
 279. None, you can see me for free they only pay for the chiropractor so it is from within and in my city the competition is weak at this time, but I still would like to do some marketing.
 280. Not clear yet
 281. Not sure
 282. Not yet thought through very well
 283. Offer a more private, personalized therapy experience for clients at a lower cost than area competitors.
 284. Offer complete marketing systems (strategies, tactics, execution plan and follow up) instead of tactics .
 285. Offer deeper thinking, more penetrating insight into their challenges than any other small firm.
 286. Offer more at a competitive price
 287. Offer more value than the competitors, for the money.
 288. Offer outsourcing services from a low cost location as Costa Rica, with highly talented staff that will enable building of value, not only cost reductions, to our customers.

Question 13. What's Your Company's Competitive Strategy in A Nutshell?

- 289. Offer owner financing to people who would like to purchase a home but are unable to obtain traditional financing at the present time.
- 290. Offer results and value using risk reversal as much as possible.
- 291. Offer the best product possible in combination with as much _erceived added value as possible
- 292. Offer the best proven service and act quicker than our competitors all with the customer's own business objectives in mind.
- 293. Offer value for money
- 294. Offering a one-stop wellness center or alliance which meets the wellness objectives of both individuals in the targeted segments, as well as corporations – conveniently, cost-effectively and efficiently.
- 295. Offering niche courses based on case studies, not rote learning
- 296. OK, I've got to question 13 and feel as if I have absolute no idea of what I've been doing over the past 3 years, just drifting along. No wonder my biz hasn't grown.
- 297. On time delivery and best price
- 298. One call does it all.
- 299. One-on-one coaching that offers customized solutions
- 300. optimum marketing mix
- 301. Our company's competitive strategy in a nutshell is to implement and perfect a client for life strategy.
- 302. Our competitive strategy is to leverage our position as the sole provider in a unique niche. In that regard, we also view "in-house solutions" as one of our "competitors" and have set out to educate and demonstrate to our potential clients the tremendous value that they can gain from our efficiencies and combinations of expertise. Further, in situations where our services overlap with print brokers, printers, mail houses, and bulk email providers, our competitive strategy is to position our service as different from any of those and offering superior value and superior customer service.
- 303. Our development is 100% accurate 100% of the time
- 304. Our expertise and experience in China construction and building material industry is second to none. We also guarantee to cut the clients' buying cost at least by 10%, we also offer quality assurance and on site management. We provide the best one to one service, to build a personal relationship with our clients.
- 305. Our focus from the start has been on customer service because we saw that it was (and still is) almost non-existent in our industry. Great service both before and after the sale and good quality containers and a helpful, problem-solving approach to customer interaction has pretty much been our rallying point, and in nearly seven years it's seen us go from nothing to being the largest of the small state-based operators in our State. We'd like to expand on it, but to be honest we haven't been all that diligent with our database record-keeping. We have over 5,000 records on our Contact Management database, but we haven't been systematic in keeping market information on our customers (their industries, the uses to which they've put the containers they've hired/purchased, etc) and this is the next main focus for our marketing, as well as identifying the customers who hired / bought from us years ago and trying to figure out some ways to either credibly be back in touch with them. We figure the businesses are worth re-contacting, but the domestic / retail customers are less likely to have any additional needs for a container.
- 306. Our main competition is the Big 4 accounting firms – but we can finish consulting engagements faster and cheaper for our clients – so this is our competitive strategy.
- 307. Our mission is to be the information lender. We have some unique real estate information that we alone have access to. We need to harness it and market it better.

Question 13. What's Your Company's Competitive Strategy in A Nutshell?

308. Our product is unique; we just have to market it that way – and guaranteed supply or market the fact that our product is indeed 'rare'
309. Our security assessments identify vulnerabilities that expose you to law suit, productivity collapse and negative publicity.
310. Our USPis: For over 50 years we have been providing quality personalized items, on time, every time....guaranteed.
311. Out market (spend) our competitors
312. Out perform, better quality, new ideas
313. Outpull other ads thru creative advertising with testing of ads.
314. Outstanding results
315. Over deliver, under promise, provide value and measure it
316. Parthenon Power via Internet Marketing to become number 1 with regard to overcoming learning disabilities at home.
317. Patent Design. - Extremely useful yet affordable product
318. Patient Ordering System, Unique patient and practice management and marketing software
319. pay attention to detail and do the best job no matter the size of the job
320. Perform quality work and promote (business) from within as much as possible
321. Persistence...
322. personal service
323. Personal, attentive service
324. Personalized service that is results driven with long term outcomes and 3 times the fee payback before the project is finished. Eg \$7000 fee over a period returns to the client \$21000 before the programme is finished,. It also generates quality referrals.
325. Personalized service, electronic tools at customers disposal, worldwide network and expertise
326. Personally –relationships...
327. Play it day by day and hope we don't get ran over by someone implementing your materials faster, better and more strategically than I know how
328. Position my business as the leader in using visual images to make second language easy to understand and learn.
329. Pre-eminence, 100% risk reversal, & continually refining the targeting to highly qualified prospects (ie only work with people who we know we can help).
330. Present unique artwork in a region where nobody else has the same backed up by personal appearances by the world famous artist
331. Presently it has been based on superior quality of service, thereby getting exceptional results, which can then be parlayed into referrals. We are endeavoring to gain a competitive edge thru out marketing the competition, which in general does very little marketing that puts them in direct personal contact with the market.
332. price
333. price
334. Price and service
335. price and service
336. price and service ie doing more time and selling product cheaper then the competition
337. price service
338. Price, educational service
339. Pricing
340. Private label affinity based turn key LD and dial internet
341. Producing competitively priced, professional resumes
342. Professional, knowledgeable, being able to react quickly

Question 13. What's Your Company's Competitive Strategy in A Nutshell?

- 343. Prospect daily
- 344. Provide a cost savings advantage justified by a reduction in services provided while the intended objectives of all parties are satisfactorily achieved.
- 345. Provide a good service.
- 346. Provide a professional and personal level of service with a caring approach. Don't allow ourselves or our clients to be caught up with loads of paperwork or "red tape" just so we can do business. We are different in that we act as if we are a part of our clients business and therefore act in their best interests, as well as our own. We also focus on minimizing the total cost of ownership rather than attempting to sell clients something else for our own sake.
- 347. Provide a service no one else provides in the local market
- 348. Provide a service that is currently not in place, becoming very personal to people to give them a voice in the church
- 349. Provide a unique and effective marketing system for small to medium-sized businesses.
- 350. Provide an exclusive superior hair color product to professional salons only at a competitive price with top customer service proven by
- 351. Provide better service and value than our competitors
- 352. Provide excellence of product and service. Do the things that other jewelers either do not do or do not do well.
- 353. Provide far superior service so realtors will bring business to us
- 354. Provide great programs and services that get clients the tangible results they desire
- 355. Provide high quality consulting/coaching specifically designed to meet the needs of the client, within context of high ethics – and to focus on the strengths of each organization to develop a corporate culture: A Great Place to Work
- 356. Provide most valuable goods and services at a lowest possible price, and offer top quality (and rarely) goods at my price that no one can refuse.
- 357. Provide operational solutions to problems rather than theories
- 358. Provide peace of mind to investors by development of a long term discipline that they believe in.
- 359. Provide planning information at no charge to middle America along with diversified financial services
- 360. Provide quality product & service on time
- 361. Provide reliable equipment and services per specifications and when required.
- 362. Provide sole source technical solutions to cust problems. New products in niches with weak competition 50% catalog products and 50% customer specific
- 363. Provide the best sales and support for our product in the motorcycle industry. Also to consume a majority market share while are the only company in with a product specifically for the motorcycle sector.
- 364. Provide the best service possible at a fair price. We are superior in service to our competitors
- 365. Provide the unique services to clients
- 366. Providing a total package
- 367. Providing better quality then other companies, and unique features that you can't get anywhere else.
- 368. Providing outstanding service – far in excess of the client's expectations
- 369. Providing reasonably priced high quality legal services to various non English speaking clientele
- 370. Providing superior quality entertainment at a premium price.
- 371. Quality denominated through risk reversal
- 372. Quality of service and knowledge of specialist subjects
- 373. Quality, dependability and customer service

Question 13. What's Your Company's Competitive Strategy in A Nutshell?

- 374. Quality, wearable and beautiful designs delivered with excellent customer service at competitive prices.
- 375. Quick profit producing and revenue generating results.
- 376. Rapid Implementation Improvements in days, not weeks
- 377. Recruit the masses and allow everyone the equal opportunity to build their own business to whatever level they want to take it to.
- 378. Referrals, cold calls mailers
- 379. Regarding the general market it is to educate the market as mentioned in Ques#12 and make them aware of how we offer better value via more services for less money, higher quality services, superior access, unequaled cost control. Regarding companies marketing our same product it is to outthink, outmaneuver, out market, outwork them using a benefit driven education model to the marketplace, which is something that few if any of them are doing.
- 380. Relationship building.
- 381. Relationships, we also guarantee results
- 382. Reliance on retail traffic and repeat purchase from our past customers
- 383. Repeat customers and word of mouth.
- 384. Rescuing people who are in a Foreclosure situation to: 1) Get out of Foreclosure 2) Still live in and own the property and 3) Help re-establish their credit to get a new mortgage in a couple of years.
- 385. Research competitors, actually created alliances with 2 competitors, which have generated referrals for all involved. Biggest thing I have that my competition does not is alliances with recruiting agencies.
- 386. Responsive customer service
- 387. Responsive customized service that's second-to-none.
- 388. Results, full service and savings.
- 389. Retain current clients and help their assets grow to raise our fee income and get new clients who bond with our conservative growth strategy
- 390. Revenue generation advertising
- 391. Review and reduce prices, introduce new technologies and provide better customer service.
- 392. Risk reversal
- 393. Risk reversal
- 394. Risk reversal...to the extent of being called by crazy by the prospect.
- 395. Same as answer to #2: To become a leading low cost provider of ecommerce websites.
- 396. scary
- 397. Seasoned bilingual, bicultural executive helps businesses succeed in China market.
- 398. See 12. Seize as much market share as fast as possible in the emerging market of the semantic web.
- 399. See above
- 400. Sell chocolate , raise money for good causes
- 401. Sell direct/ manage cost/ maintain quality
- 402. Sell our differentiation.
- 403. Sell short term consulting package as opposed to retainer consulting service
- 404. Serve by pre-eminently leading in viable market niches
- 405. Service with price.
- 406. Service!!!!
- 407. Show people we are the best small law firm because of my exposure and the fact I've won a USS supreme Court case!
- 408. Specialize in group benefits so we are better than our competition and spend more time educating our clients and their employees.

Question 13. What's Your Company's Competitive Strategy in A Nutshell?

- 409. Specific tailored advice with access to professional info at no cost to you.
- 410. Speed and quality
- 411. Speed and Reliability
- 412. Stand alone as a completely different and outstanding voice
- 413. Stay at the edge with what works
- 414. Strategy is under development.
- 415. Superior care
- 416. Superior Client Services (I know it's too general. We are trying to implement "risk reversal" tactics right now).
- 417. Superior technical knowledge, combined with business systems to ensure information distribution and consistent delivery of excellent services.
- 418. Survival
- 419. Survival mode
- 420. Survive.
- 421. take whatever work comes in without minimum effort
- 422. Targeting specific market segments, putting our clients needs above our own.
- 423. Teach,
- 424. Technical Expertise
- 425. Technical product formulation.
- 426. Telemarketing call people and set appointments with them.
- 427. That I become a trusted friend/advisor to my clients through honest relations and excellent work, consequently retaining their ongoing business for years to come.
- 428. The above strategy should bring in the kind of people who want our treatment
- 429. The best personally provided service available
- 430. The company I work for has some very high end unique products developed and tested by Medical Doctors. We are also focused on getting the products to the people that need them. We also have an opportunity to start a successful home based business but the emphasis is not on recruiting just sales people: they will also need to assimilate the value of the products that have been developed.
- 431. The development and sale of info. products that enable small biz. to get the maximum results from a minimum of marketing expense.
- 432. The highest quality products backed up by scientific research
- 433. The know how to work with mass merchandisers and retail chains on the Beauty Aids category
- 434. The quality of our services. And the way we involve the client in the project. It alone generates a lot more work
- 435. The single biggest challenge in MLM is that people can not find customers on an ongoing basis...the company can supply paying customers and prospects through media (tv and radio) infomercials at a nominal price, so everyone can find customers...this business model just brought in the one millionth customer in a company not quite 4 years old...no other MLM company that I know of actually gives anything more than leads (prospects)...my challenge, as an independent distributor is to find builders who find other builders and also encourage people to add their own warm market customers (who tend to purchase more than the direct marketing customers purchased through the company
- 436. The small size has allowed us to change as fast as needed to stay competitive in the market place however margins are shrinking do to foreign competition.
- 437. The strategy that we're developing is to establish a niche that is similar enough to our competitors that our prospects and clients still understand what we're doing, but different enough so that we are in a league of our own, and that we're not playing on the same level as our competitors.
- 438. They all come back to being the best jars provide the easiest fastest, best , most enjoyable solutions.

Question 13. What's Your Company's Competitive Strategy in A Nutshell?

- 439. They offer the top quality competitively priced (for quality) products in all of their product lines
- 440. This strategy is still in the development stages but is built on the concept of educating our clients to be better markets and hence more successful. We use the term 'Success Strategies for Garden Centers. Our business is building your business.
- 441. To avoid being the "take the money and run" auditor which seems to abound in the US. To create awareness in the UK of the problem and then solve it. Duplicate payment is not regarded as a serious problem by the vast majority of senior UK finance execs.
- 442. To be a shining light in the consumer's market of darkness.
- 443. To be better, faster and smarter than our competitors
- 444. To be different and add value to consultation because we don't just tell we do
- 445. To be different, to offer information, guarantee, service
- 446. To be hand son and provide personal customer service. Also having a specialty niche. I target new Realtors and teach them how to get take expired listings.
- 447. To be honest we have not identified one
- 448. To be known as the best! Develop relationships with other companies in the IT arena and form more relationships with specific software vendors to get new business when they get new business.
- 449. To be number 1 in the market and make lots of money
- 450. to be number one
- 451. To be recognized as a professional problem solver for the client's interests... by providing appropriate solutions and contextual, high quality designs.
- 452. To be the best company in the world in the health market
- 453. To be the best consultant for my client
- 454. To be the best of the green bunch.
- 455. To be the Client's most valuable resource throughout the life of the project. To exceed their expectations at every opportunity.
- 456. To be the company who knows the most about this topic and which is open and approachable to anyone wanting to know more. We educate and give help whenever we are asked. We have the most tested products and services to help clients do this.
- 457. To be the most exciting CPA firm in the area offering real solutions to real problems with passion.
- 458. To be the premier source of recruiting information and marketing information for my customers
- 459. To become marketing consulting firm number one, showing results on advance and Then work on the long term with the client
- 460. To better know customers of value and to have a continuing process to develop new customers while maintaining and growing the value of existing customers
- 461. To blow the client away with customer service doing things not provided by others so that they will want to refer all their friends to me.
- 462. To build the business and turn a profit.
- 463. To carve out a niche market of tax lien investors who are excited by the opportunity to earn high rates of return from the comfort of home.
- 464. To create a product that is unique and one that people will view as a must have item.
- 465. To create floors that no one else can do
- 466. To deliver superior product in Urology with value added marketing programs, that makes us the first choice provider among Urology physicians
- 467. To develop a market which is often overlooked and not properly catered towards due to the "alternative lifestyles" and amount of variety of clients.
- 468. To develop peoples awareness of how to improve and to feel good to take action

Question 13. What's Your Company's Competitive Strategy in A Nutshell?

- through seminar.
- 469. To differentiate my self through unusual seminars, books and articles; to become "more visible" than my competition
 - 470. To dominate the information product market in my narrow niche of email newsletter marketing, create enthusiastic, delirious customers who will see my business as their only source of everything to do with ezines!
 - 471. To educate my clients and let them participate in area normally off limits
 - 472. To educate people in their finances.
 - 473. To either start or end with our comprehensive assessment products – they are the best in the world and highly, highly profitable.
 - 474. To excel in our core business and in our specific area of competence, and provide unique services that are none provided elsewhere.
 - 475. To explain research in more understandable terms.
 - 476. To focus on a niche within the overall sports information marketplace and to deliver the most thorough information on it.
 - 477. To gain recognition through word of mouth.
 - 478. To generate sales by having the best relationships with our retailers so that they recommend our product above competitors
 - 479. To give a noticeably better result, and concentrate in our marketing on improved health as a result of our studying and research in the industry.
 - 480. To give current and new customers great service and to keep them coming back for more
 - 481. To grow and sell the finest organically grown produce in market area.
 - 482. To grow as the premier financial institution in South Central Texas.
 - 483. To grow the business mainly in the corporate marketing using tax saving products and other supporting products which will give our clients real benefits in terms of managing risk and increasing wealth.
 - 484. To have the best customer service available and have appealing prices. To draw return customers by our superior service, and our low prices.
 - 485. To implement our vision (see above)
 - 486. To keep in touch with our customers and keep putting a carrot in front of them
 - 487. To keep separating our company from our competition by continually improving our services and product offerings and to be able to effectively communicate this to the buying public.
 - 488. To maintain our USP's as a cost effective, high value, high intellectual property organization for as long as possible/relevant, to be aware of our competitors and to seek new USP opportunities in partnership with our clients as markets change
 - 489. To maintain the highest quality in the industry
 - 490. To make people aware that we are a good place where they can find what they're looking for at a good price
 - 491. To market as efficiently as possible.
 - 492. To my knowledge we are the only company offering our kind of services to the market place. We work on being friendly, informative, fast turnaround of work, and cost effective
 - 493. To not only help people technically like the IBM's of the world but to also face the more personal issues of communication authentically and genuinely. We will not shy away from any communication need.
 - 494. To offer a combination of services no one else can offer at the moment, to pre-screen the service providers to be used and take responsibility for their performance.
 - 495. To offer a higher quality service than my competitors at a similar price
 - 496. To offer a superior service to our customers at a fair price, with 100% risk reversal.
 - 497. To offer competent, common sense advice and third-party opinions on

Question 13. What's Your Company's Competitive Strategy in A Nutshell?

- technological issues at a very reasonable price.
- 498. To offer electronic medical records with an excellent, intuitive design that allows the user to customize the knowledge base for his use and to offer excellent, responsive support to back it up.
 - 499. To offer fresh alternatives for making personal development just that—personal, affecting a lifestyle change from within, not because of external influences.
 - 500. To offer marketing at a higher level than offered by typical ad agencies...and to guarantee results on performance.
 - 501. To offer my customers the best service for their money. To provide to my customers worthwhile and pertinent advice and products to successfully market their products on the Internet. I want to under-promise and over-deliver. To be known as the go-to business on the Internet.
 - 502. To offer Pay By Results Sales Coaching - no pay unless you increase your sales
 - 503. To out-market the competition through testing, persistence, better avenues, and to continually refine systems to increase results (i.e. needs refining).
 - 504. To perform better than competitors and to offer more services that meet needs of clients.
 - 505. To position myself as the expert to turn to for all your presentation and communication needs.
 - 506. To present and demonstrate our distinctively superior products.
 - 507. To provide a total Building Interior Solution rather than just furniture or just design and to offer the highest levels of service in our industry.
 - 508. To provide a valuable service.
 - 509. To provide compassionate care rather than rushed noncommitted medical services
 - 510. To provide locally configured products distributed through locally based distributors who are our technology transfer partners.
 - 511. To provide more different kinds of services that will improve the merchant's cash flow that we provide more benefits to the prospective customer/merchant.
 - 512. To provide more value, true value than what customers paid for.
 - 513. To provide programming that is fun and curriculum-based
 - 514. To provide superior service that surprises our clients and makes them look good.
 - 515. To provide the best instructional T'ai Chi Chih video on the market & prompt service
 - 516. To provide the best service available and do whatever it takes to meet my client's needs.
 - 517. To provide the highest quality full service stores in our targeted region.
 - 518. To provide the most useful, easiest to use software geared to specific business processes.
 - 519. To provide the tools, training, coaching, mentoring and other systems required for success in the direct sales industry. To provide the MAPS to implement this information in a practical way. To cater to people that are only a 6 or above on a scale of 1-10
 - 520. To provide unequalled service and creativity to constantly create the WOW factor
 - 521. To provide very good service on the niche fields where we are present.
 - 522. To reach the widest audience using the combined lists of a marketing community of independent businesses
 - 523. To reduce costs through lean manufacturing techniques
 - 524. To seek constant and never ending improvement in terms of "Best Value".
 - 525. To serve the top 20% of corporate and commercial clients.
 - 526. To show our clients that we are better than our competitors in customer service, servicing, competitive rates, etc.
 - 527. To show seniors How to preserve their wealth and reduce their taxes TM .

Question 13. What's Your Company's Competitive Strategy in A Nutshell?

- 528. To stand behind providing superior results because they are a much better value to our clients.
- 529. To stand out as different in the marketplace by providing information and education for consumers rather than just selling mortgages to them
- 530. To supply the market I am in, in such a way that it makes such a fantastic impact to the lives of anyone in the market that anyone impacted will understand that I have made their life so much better that their is no real competition, that I am the only logical choice, when it comes time to buy from my company it is at the top of their list of competitors.
- 531. To use ordinary free stickers to reach the youngsters
- 532. To-date, it's been very relationship and price focused, which is not working to sufficiently grow the business. We are now in the process, in the Asian markets (with focus on China) of defining our Unique Competitive Advantage (UCA), understanding where there are voids and niche opportunities, defining a pre-emptive strategy and using our marketing pillars (especially education) to aggressively take this UCA to market.
- 533. Total business consulting at fraction of the price of big firms
- 534. Total internet automation at a fair cost. I need some help here to bring a better message to my clients and prospects.
- 535. Treat people with respect do the best possible to maintain dental health within the persons' personal constraints without violating accepted treatment protocols
- 536. Truly, it's been a "caretaking" situation... the company is profitable but not growing with any real direction or leadership... as mentioned the G.M. who is leaving has been fine at maintaining, but he hasn't been aggressive. Now, with a new G.M., we are ready for MORE!
- 537. Trying to be a little different than others. Most of my competition has monthly newsletters with multiple investment recommendations in each issue. I plan on quarterly reports on individual investments.
- 538. Trying to stand out from other agents doing & promising the same thing
- 539. Turning strategy into workable solutions
- 540. Ultimate source of new designs that sell. We focus in quality and made stuff that really sell. That is our USP
- 541. Unconditional guarantee
- 542. Undefined
- 543. under construction see above
- 544. Under promise, over deliver, and generate maximum results fast. (Still have very First client from 1981.
- 545. Undercut opposition prices and provide a better quality service
- 546. Unique photo-realism quality artwork, double-matted and framed in a high quality wood frame at a reasonable price. Please visit <http://davidknowlton.com> to see for yourself
- 547. Unique products that will appeal to gourmet tastes on a budget.
- 548. unknown at this present time
- 549. Use leveraged sources to acquire potential client followed by direct telephone contact.
- 550. Use loss leaders to develop customers then upsell them later.
- 551. Use of emotional direct response
- 552. use the internet to squeeze out inefficiencies in a notoriously inefficient industry. we are a service business, so like all service businesses, we have to set ourselves apart thru improved service.
- 553. Utilize advanced technologies and high quality service; express these concepts to the marketplace and illustrate what separates us from our competitors
- 554. Utilize crude ore sourcing for competitive pricing. Plant locations logistically placed to provide low cost sourcing for customers.

Question 13. What's Your Company's Competitive Strategy in A Nutshell?

- 555. Utilize our location.
- 556. Value added services and advice from an independent agent.
- 557. Value added-oldest paper, most exposure to a specific market.
- 558. Value Propositions / Customer Service
- 559. Value selling – providing results that last – truly changing the lives of our members – medical background and specific disease prevention / treatment programs.
- 560. Varies for each interest, none of which well defined in manner that can be immediately conveyed and expressed.
- 561. Very personalized service to locations that would not normally have enough sale volume to interest large vending operations. offer return on gross sale percentage to location (5%)
- 562. We are currently the only kid on the block –we have maybe 3-4years to really set up before we see any real competition.
- 563. We are experts in the field with integrity and knowledge base
- 564. We are initially focus our marketing efforts on a niche market, which currently is NOT being addressed very well by our competition. We expect to capture the lion share of this market and dominate it very quickly. Then we will refocus our marketing efforts in the larger and more competitive market.
- 565. We are lucky to be in at the beginning – our strategy is to create demand through educating our Dream 100
- 566. We are not audit or tax people, but we are business people who can help our clients solve their personal and business problems or needs.
- 567. We are the only company that reminds clients to recognize their top employees. We have a reminder staff that does nothing but stay in contact with those who have forgotten to recognize their employees.
- 568. We are the only English language print publication devoted exclusively to Windows (Microsoft) based handhelds. We support everyone who supports the platform to the benefit of our readers.
- 569. We are the only limited edition fine art bronzes in the retail market (not the consignment gallery market)
- 570. We are the only training company in town which specializes in training related to the internet from both a technical and communications perspective. As well, our soft skills training is based on assembling the best of breed consultants who are known in the community.
- 571. We are the solution to your college planning needs and concerns! We give you "Peace of Mind"!
- 572. We are unique because of the combination of services we offer.
- 573. We are working on becoming the dominant importer/ procurement/program manager in all chosen fields. We will do this by becoming the acknowledged 'expert' in our field, excellent client service and retention, and by allying ourself with the best retail marketing team. All the above and good returns to our suppliers will ensure active and aggressive growth.
- 574. We can help a person create financial freedom by using investment property. We do all the work for them and they enjoy all the benefits.
- 575. We can take a concept for a project and run with it, guiding the design, engineering and construction all the way through to start up in a practical and cost conscious manner.
- 576. We coach before and after we train.
- 577. We do feature stories on the businesses and we direct mail the publication
- 578. We don't use smoke and mirrors like most of our competition does. We are here to help the client.
- 579. We educate our clients to make them a better client.
- 580. We execute projects with better integration to the client's needs than nearly any of

Question 13. What's Your Company's Competitive Strategy in A Nutshell?

- our competitors, and we do it at a competitive price.
581. We finance B&C Credits which most lenders, banks, and leasing companies don't finance because of credit tightening.
582. We focus on helping families (specifically the Christian marketplace) get out of debt and move towards financial independence.
583. We guarantee 100% satisfaction, 100% of the time – none of our competitors (can) do it.
584. We have built a solid reputation within our marketplace for delivering a quality 'product' backed by a 100%, no-quibble money back guarantee. Quality measurements are done on an annual basis and every and reported to each client . We also seek out ways to solve other education –related problems that Case Managers may have [such as identifying other good training programs for an injured worker, after they have finished their program with us, that a Case Manager make use of
585. We have no marketing history at this point so it is hard to develop a strategy without testing to see what works.
586. We have one of only 5 mobile EBT scanners in the country, and one fixed scanner. It is the only piece of equipment that is FDA approved for Heart Scans (Calcium Scoring of the Coronary Arteries), Lung Scans, Virtual Colonoscopies and Angiography.
587. We have the most highly qualified teacher around
588. We have the reputation of having a thorough understanding of the challenges and problems facing entrepreneurs in growing their business. We not only help develop the strategy but we roll up our sleeves and get in and get dirty in helping them to implement strategy and deal with their problems. We help entrepreneurs execute.
589. We know how to uncover and re-organize the hidden factors that keep people from the results they want (structural dynamics)
590. We make sure our patients feel well taken care of. Far better service, care, and attention then they get anywhere else. It is very clear to our patients that our goal is to serve them, not ourselves.
591. We offer excitement, freedom and perfection as does a Ferrari
592. We offer superior IT implementation
593. We provide fast, absolutely accurate service at a fair price. We virtually never ask for extras.
594. We specialize in alternative medical therapies that are usually more beneficial to the patient and that are less invasive and involve less overall risk with greater rewards.
595. We strive to make products for our customers which outlast our competitor's products and charge a premium for these products. We attempt to sell the advantage of durability and longevity and how the products pay for themselves over time and protect their equipment from expensive freeze ups (oil wells where a freeze up can cost them thousands of dollars each day – especially with the price of oil currently being in the high \$ 30's US per barrel).
596. We support our community hospital.
597. We Think outside the box, and clients say we never give in , we get hard loan over the line. We are small and dynamic. We believe that our clients are vital to our success. That why they keep coming back for more loans and refer other clients to us. 88% of business comes from referrals.
598. We try to fit a niche. We are pretty sure the niche market is there (strong gut feeling, backed up by sporadic evidence), but we are having a hard time connecting with that market.
599. We want to be identified by our clients as being preeminent in the creation of web-based internet databases which allow our clients to easily access their important data on a 24/7 basis anywhere they have an internet connection. This

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- allows them to leave their inflexible and expensive-to-maintain hard-wired networked computers behind. We as well create the websites through which these database functionalities are accessed, by both our clients; their partners and employees; and their customers.
- 600. We work contrary to what normal advice is, and work in tandem with how the brain thinks. It's a bit radical but it works perfectly.
 - 601. We'll Build Your Sales Increase Your Profits or Your Money Back!
 - 602. We're alone and the price is right
 - 603. We're not competitive. We don't believe in competition. We believe in more for all.
 - 604. Well at this time fortunately we are the only game in town in our market so our "strategy" is to work hard to maintain the domination. We've not doubt we'll have competition. We are working at Branding etc.
 - 605. We're known by Guests for Location, Quality, Service, Value
 - 606. Were the most competent in our geographical area and we demonstrate it.
 - 607. What I want to achieve is simply to change the rules of the game of software development. And I am working hard on this.
 - 608. Width of product in our niche and location of stores
 - 609. With IBM as a business partner. We take a worldwide view. Offer our software in different languages, as an online course, and a very aggressive B to B strategy
 - 610. Work harder and smarter than the competition
 - 611. Working in a space with little competition
 - 612. Your one stop shop for all your financial needs

Question 14. Do You Have A Strategy of Pricing or is it Just Done Arbitrarily and Tactical?

Question 14. Do you have a strategy of pricing or is it just done arbitrarily and tactical?

Total: Yes 360, No 342

Additional comments:

1. (specific pricing based on materials, labor, design time, production time, etc.)
2. 3 pricing strategies Short term work – high day rate, longer term – get equity and hourly, large value work – get commission.
3. 60% of sales price minus materials for one contractor; T&M for another although partner is not consistent with the rate
4. A mixture. It is what we have tested the market to bear and each season we add a little more.
5. Although I offer risk reversal, I have an hourly rate that makes sense in this market.
6. An understanding of competitor's pricing structures are unofficially and sporadically solicited from customers and field service people who may come across such information.
7. Appears arbitrary. Some price validation by competition, little to no testing that I've ever seen. Our company typically sets the high end of the price for the market.
8. Arbitrarily. I basically tack on my compensation on a buy rate
9. Arbitrary (based on my thoughts and experience of what the market would bare – but never tested officially
10. Based on a study of similar products and services within the market place.
11. Based on cost multiplied by a factor
12. Based on volume and personality
13. Based upon my perception of what clients will pay
14. Be expensive (top 5%) and over-deliver – rather than serving more clients in a Half-hearted manner at lower fees. - - You can't do both.
15. Charge 10% premium over competition.
16. Commissions sent by loan companies, We are looking at offering value services, where we can bundle other products, so we can charge consultancy fee.
17. Comparable to other list companies. We do offer and have a low cost price guarantee.
18. Current pricing strategy is to be at the low end of the spectrum of "legitimate" competitors, which is at the high end of the fly-by-nighters.
19. Determine the 'floor' of cost plus. Include all fabrication fees, testing and qualification fees. Determine 1st-in-market premium price. Determine as-maturing price. Determine prices to quote to customers at various stages and quantities.
20. Different price points are tested
21. Do not have much control over it
22. Done arbitrarily.
23. Either of these answers is correct.

Question 14. Do You Have A Strategy of Pricing or is it Just Done Arbitrarily and Tactical?

24. Every job we do is different, and much of the pricing is based on our own determination of how dirty a facility will get on a daily basis and what the expectations of the client will be. Some people are very reasonable, and some are not as far as their expectations of what can be done. I am working on putting more educational material into our presentations to help prospects learn what they can really expect as far as visible results, not only in our company, but in any company. By being honest with this, I hope to gain their trust, and as a result, their business.
25. Expensive well above the market coupled with strong reference checks.
26. Fairly reactive to the market
27. Fees set at a figure that attributes value and consideration for all coaching services provided, without appearing so high to frighten prospects.
28. Generally have a set hourly rate, but this is applied with some discretion – eg sometimes I don't charge, other times there is an uplift or premium applied
29. Have thought of using (1) profitability analysis software and (2) dynamic pricing
30. High side
31. I am an dependent distributor; therefore, i have no influence on the pricing of the product.
32. I am more expensive than other practitioners offering homeopathic treatment. I don't reduce my fees but I do give guarantees of satisfaction with my work.
33. I am trying to establish via testing the optimal perceived value from our (prospective) clients point of view.
34. I apply the concept of risk reversal. I do not charge a fee for my services. I have an IMPROVED NO RISK SPECIAL FREE OFFER posted on my Web site. I emphasize that dealing with me is better than risk free because people get to see what I have to offer and there is no obligation to proceed.
35. I check out other attorneys and then add value and test the market.
36. I design plans for the client based on their needs and budget-prices are fixed by GE
37. I do not have a strategy of pricing, other than keeping it lower than others with higher costs for localities etc.
38. I have a pricing policy for my own artwork that I follow, but I'd say I selected it tactically (based on what the market suggests it might bear from an emerging artist) rather than with an overall business strategy in mind
39. I have a pricing strategy
40. I have a strategy
41. I have designed my self discount tables based on volume, 10 different closing options, a methodology to get data, get in touch and follow up with companies in a weekly basis I'm just beginning to implement. None of these is available for my co-workers.
42. I have looked/analyzed the competitors and made my choices/decisions
43. I have researched competition as well as set an hourly rate. I now time how long it takes me to complete a project (this has been ongoing) in order to develop better pricing structures that reflect my time and knowledge.
44. I have very flexible pricing guidelines.
45. I just doubled my hourly fee to \$300, to add perceived value of a one-hour free consultation—and to add contrast to incentive-based compensation options.

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46. I just get a feel for the competition. As fly by the seat of my pants.
47. I keep pushing it up ... I don't know where the resistance is yet!
48. I made scientific test on ideal price.
49. I test all pricing with split Direct Mail/Internet testing
50. I test different prices to determine what the market will bear. My pricing is based on the value of what my products and services can do for clients as opposed to selling time like most consultants.
51. I test then price. (poorly worded question)
52. I test to see what the market will bear but I won't go too low
53. I use an industry software pricing program based on the kind of work I do.
54. I want to offer a value to my customers and maximize my profits.
55. In many cases, the software suppliers set the price. However, I try to influence the pricing based upon what the market charges and the potential payback the buyer will realize
56. Insurance costs are scanned through over 60 different entities
57. Is this strategic – we have a policy of being price-skimmers, where we are ahead of the competition, but not by much. We have started regularly monitoring the competition and keeping records on their prices to ensure we are not out of step. This monitoring involves dummy enquiries from us (and people we get to make calls for us) and tracking the prices quoted.
58. It is done arbitrarily as we offer a service. We try to improve the quality of our service to raise the price of our services
59. It is done based on the usual and customary for my area.
60. It is entirely arbitrary, trial and error. I realize how weak this is tactically, but don't know how to do it better!
61. It is fairly tactical; I reviewed: What others are charging in the industry
Recommendations from Michael Masterson (ETR) about key price points. The fact that I am suggesting people would earn 7% or more from my information. I expect that my average customer would invest \$10,000 and would therefore earn \$700 in their first year. And came up with a price I think is fair. \$197.00 To start rolling out however, I am dropping \$100.00 off the price.
62. It is mainly profit percentage driven
63. It may be generous to answer Yes to this question. Our pricing strategy is based primarily on cost recovery and market conditions. In that sense, we don't really focus on charging in terms of the benefits provided to the client or the unique value of the product to the client. A sharply-focused marketing strategy could enable us to (a) locate clients who may need our services more than the ones we locate through current methods and (b) more persuasively demonstrate the value of our services to these clients.
64. It used to be tactical. Now it complies with a strategy encompassing a win-win approach. The MMT "it's all about them" philosophy/marketing approach is pushed at the client. Our USP has become "so you can afford to practice medicine."
65. It's arbitrary and tactical at present, because there is no direct competition. It could also be reactive depending on the market place.
66. It's not very sophisticated, but back-end products generally are targeted for 10X the front end.
67. It's just tactical. E.g. My audit service I've said the first £10,000 of recoveries is

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free, then 40% of anything above. But that's purely a risk reversal tactic and a stab in the dark percentage (the industry in the US seems to vary between 20% and 50%)As for my software, which lets people detect and prevent their own dupes, I am unsure how I'm going to price it, and my thinking so far has been entirely tactical.

68. List
69. Market pricing
70. Market pricing, based upon our research and customer feedback
71. Modified existing price curves, that's all.
72. My price is simply based on the number of hours I strive to work in a year.
73. My prices are guestimates then tested to determine the best/most profitable fit.
74. My pricing is based on fixed formulas that have been tested over the past 3 years and are competitive and pretty close to correct for my area.
75. Niches mean little competition, so we charge by value added.
76. No commission, just a small fee upfront.
77. Not arbitrarily. We have a standard markup which we base most of our pricing on.
78. Not arbitrary. Long term my pricing for service will go up as demand goes up. At the present time I look at competitive resources and make my pricing decisions based on that information.
79. Not in my control
80. Not really – although we are aware of our competitors pricing and stay a little ahead of that on the main.
81. Offer a range of prices the more you pay the better the value.
82. On most projects we work on a fixed bid, so the client's upside risk is capped. We work from a short list of internal rates depending on the people needed to staff a project, but we do not typically disclose these rates to clients.
83. Once in a while it could be tactical.
84. One of the hardest things to gauge currently testing price – looking for long term contracts eg 12 months What I have done is package – and break down all different components into target areas and sell to their price requirements. Look at what their head rate is – then add 10%Look at what their number of new heads - then add 10%Look at the how many visits – then add 10% - get then to choose target figure Calculate it out and give them the figure to show them what I do costs less than the new value they are going to get.
85. Our pricing is based on the perceived value of our services on a job by job basis.
86. Our pricing strategy consists of beating the competition's price and making sure we don't lose all our profit in the process
87. Our strategy is to offer client three options w/us making a minimum of 2% of the loan amount
88. Price points/offers will be tested to see which pulls the best
89. Prices are usually determined by the mother company!
90. Pricing based on profit analysis and competitive environment. We might be able to charge more, but we won't try
91. Pricing devised by comparing regular day spa treatment s to other day spas.
92. Pricing framework that is tailored to the level of support that the customer wants
93. Pricing is based on what the customer can pay

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- 94. Pricing is currently set by the cruise lines. We have plans to open another company that will sell higher priced cruises with bigger guarantees.
- 95. Pricing is done by estimating the price sensitivity of the market, but it's certainly not done by testing. Unfortunately, testing is very difficult for us, because our online store software doesn't have the capability to offer different prices based on the specific URL or link that is followed to the store or product description. As a result, the only way to test prices is to offer discounts of different sizes to be applied to the same base price. The only way to test prices the real way would be to do a postal mailing with 2 or 3 different versions, each with a different price, and ask the prospect to mail back their order form or call a number and ask for a particular person. But this is less convenient for our clients than allowing them to go online and order the report immediately themselves, without having to wait for me to do it manually.
- 96. Pricing is formulae driven but does not change i.e. we use a standard markup on all products
- 97. Pricing is mostly set by my client factories. However, I do attempt to influence the final price level they charge by giving them credible feedback or guidance on what I see local competition charging in my marketplace. Our mutual goal is to win business and make a profit.
- 98. Pricing is predetermined
- 99. Pricing is reactive to competitors i.e. bid lower than competitors despite a unique and valuable solution.
- 100. Pricing negotiable depending on client affordability
- 101. Pricing strategy is also constrained by what the vending machine is able to do in terms of being able to adjust the price of each snacks or cold drink individually. not all machines can do it and those that can cost a lot more to purchase initially.
- 102. Pricing strategy is always dependant upon what is being asked of us.
- 103. Pricing tends to be somewhat market driven. We intend to command premium pricing through our educational programs and the level of service we provide to our Clients.
- 104. Quote per job.
- 105. Repeat client get a discount, and college get a student discount.
- 106. Seek a monthly retainer then base the rest of my fees on results only
- 107. Shoot for 4-1 margin and more if possible
- 108. Somewhat dictated by our clients.
- 109. Somewhat tactical – started low, will gradually increase pricing over time.
- 110. Strategic pricing is in place.
- 111. Strategy is to be in the highest 5%.
- 112. Strategy is to increase average daily rate. Tactically, we do some yield management and rate lowering to sell more rooms.
- 113. Strategy is to price engagements below what our competition would be willing to do the job for.
- 114. Strategy of pricing is in place
- 115. Tactical – we price according to our perceived competition for that product.
- 116. Tactical pricing
- 117. Tactically or based on MSRP or market comparison
- 118. Thanks to what I've learned from Jay, I've been able to go from a monthly

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- coaching fee of \$75 to one of \$400 in a year and a half. I got my first clients by telling prospects that my fee was going to be \$300 / month, but since I needed to get started and wanted to build a client base quickly, I would work with them for 25% of that for two months. They had no obligation to continue. (and few did.) This gave me the experience and confidence to then double to \$150, then to \$300 and now to \$400. (keep in mind that in Israel, where I am, people don't earn as much as in the US.)
119. That is really two questions. We look for hot buys from our manufacturers, then feature them in store and in ads at great prices. Most luggage has Mfg Suggested List that is a bit fanciful, though department store sell as MSRP except during special Sales - we ALWAYS sell the promotional price.
 120. The customer must pay whatever with appreciation and gratitude.
 121. The more desirable I make my services, the more I can charge for them.
 122. The price of the products is determined by the provide we are not a fee based organisation.
 123. The pricing for my services is determined by the funding sources that provided the capital for my customer's transactions. I am a broker.
 124. there is always ,we must pricing tactically.
 125. This is out of my direct control except that I have the ability to sell products at the wholesale price of anything above that price
 126. To keep our prices low, but it's difficult to compare ours with others since we're the first.
 127. Try to maintain our projected food cost of 32.5%
 128. Usually on an hourly rate
 129. Usually playing the lowest bid wins game. I'm working more on selling the value first to try and get the price up.
 130. Varies with the market. Pricing is done at the higher end of the market.
 131. Volume commitment and length of contract will allow for larger discounts from list price
 132. Volume related
 133. We are more expensive than our competitors who offer the same training we do along with a multitude of other products. This high price strategy has paid off well.
 134. We are testing pricing for consulting services now.
 135. We got special software from Antwerp University that calculates best prices according to a huge amount of history data that's upgraded every year on lot's of products.
 136. We have a fee schedule. it is very low, but what the market seems to be able to bear. since insurance doesn't cover what we do, our fees are a little more than what a person with insurance would co-pay, plus cost of supplements.
 137. We have done a lot of market research
 138. We have set a price which fits our position as top of the market, but we are testing different prices to find the most responsive and profitable.
 139. We have strategy of pricing for our time spent, however, it could be adjusted to customers' financial conditions.
 140. We market different prices for the same product/service to test what price sell better.

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- 141. We monitor fee rates in our industry because this is a sensitive point for our clients
- 142. We offer a No Risk First Visit Satisfaction Guarantee and a reduced initial examination fee and then have 4 options for method of payment for ongoing initial care programs and a wellness care fee structure for long term care so once we get a new patient in the door, they can usually find a way to fit themselves into our practice financially. We also work with financially challenged patients to find a way for them to afford care.
- 143. We price rates very competitively and our fees are lower than competition. We make a lot of money on loans, most competition tries to get rich on each loan, we are fair and get rewarded with much more business
- 144. We tend to test prices. We try to increase the prices (of our services) until we here too many complaints. With the products we sometimes set prices low to get customer into our database and try to make profit on them later.
- 145. We use the retail from our suppliers
- 146. What we think the market can bear.
- 147. Working on exactly this as we speak. Could use some expert opinion/coaching here!
- 148. Yes – but currently still in the process of converting it from any arbitrary means of the past
- 149. Yes our strategy is to be fair to both sides. We are starting out low from a monthly fee perspective – but after we get successes (and we have some already) that will justify us raising our prices – so we can still maintain 6-8 12 month clients and do an excellent job for each – but we can then get more revenue in the 2nd and following years.

Question 15. Do You Link Your People's Performance and Compensation Should Linked to Your Strategy.

Question 15. Do you link your people's performance and compensation should linked to your strategy.

Total: Yes 431, No 220

Additional comments:

1. All compensation for loan officers is commission
2. Although not applicable to my situation
3. But VERY hard to manage the numbers.
4. Commissioned salespeople
5. Compensation linked to performance – not strategy
6. I could probably do better here, I try to incent them with a combination of net profit as well as overall profit in a transaction (said differently, if they bring in an account that will make us more money over the year—they get a bigger up front bonus)
7. I interpret this as whether I think performance and compensation should be linked to a strategy. All elements of a company's operations should be linked to the strategy if the strategy is to be the 'linchpin' we are thinking about.
8. I see this as a business tactic to drive up quality and performance in the service of the strategic aims.
9. I think it is a good idea, but our number of employees and employee duties restrict our ability to do so.
10. I THINK it should be linked to strategy and also overall productivity
11. I try to use Jays insights when ever I could. In fact it is always possible.
12. I would love to, however. It is not easy changing a compensation plan where the people will be making less money during the transition. I have thought of giving them a transition period where their income will be protected, however, I don't think that the company can afford it in the short term. I hesitate to develop a plan which could result in losing some of the sales staff as they know our clients well. Everytime we lose a sales person, we see a decrease in revenue from their former accounts.
13. It is a requirement for employment that people should be of integrity and totally trustworthy. Therefore everyone is by default fully compensated for it. They share proportionately in the financial results of the company though. But maybe we should have a "have you been absolutely honest with every client and acted totally in their best interests" bonus each month.
14. It is. I either eat – or I don't.
15. No, but we are trying. It's very complicated for us due to our international nature.
16. Not done very well. Many employees have grouses for now.
17. People's performance is linked to the goal – not necessarily to the strategy.
18. Several folks have some of their compensation linked to their results.
19. Should be linking to strategy
20. This most definitely should be done...although I am not quite sure how I would go about doing that
21. To some degree and some jobs more so

Question 15. Do You Link Your People's Performance and Compensation Should Linked to Your Strategy.

- 22. Very carefully drafted so they naturally keep the spirit of the agreement
- 23. We pay our telemarketing agent for results.
- 24. We split money earned 2 ways after cost
- 25. We work with offshore developers to reduce our costs and would love to come up with a compensation system that rewards them for supporting our own goals.
- 26. When we have people
- 27. Whenever possible.
- 28. Will do

Question 16. Do You Analyze Anyone Else's Marketing Strategy?

Question 16. Do you analyze anyone else's marketing strategy? If yes, who, and what did you learn? How did you use it?

Total: Yes 349, No 351

Additional comments:

1. (only at a glance – haven't made the time to do it more thoroughly)
2. "Chicken Soup for the soul" Keep is Simple. Develop your own brand. Stay innovative
3. A few competitors
4. A new message is needed in the real estate brokerage marketing. Don't do what they do.
5. A variety of single service providers are screened on an ongoing basis by us via their advertising/marketing material, and by making enquiries/asking for quotes via a second party. In general, customer friendliness and efficiency are very lack-lustre.
6. Abraham's examples. That we needed to set up a strategy for improvement. Staffing phone sales, customer relations, importance of customer comfort . . .
7. Adjusted my messages to emphasize the differences. Sales Results vs Sales Training
8. Agora Publishing uses novel e-mail ads for each of their products. Once 1 or more products are purchased, they aggressively market all other products for cross-sales back-end.
9. Air Miles. Not much.
10. Alan Weiss who specializes in consulting firms. He has a concept of value pricing which is insightful and has helped me to continue to improve selling on value. Still need to make progress in this area.
11. All I can gather is that some of our competition place large colorful ads throughout industry related magazines.
12. All local competitors plus those in 10 other cities—still working & learning from it
13. All my adult life I have analyzed any company that I notice (1000's of marketing strategies). But until I got my hands on your material I glossed over many important aspects that I did not know about. Now I am seeing much more than ever before. I have analyzed my competition and related non competitive companies to many to list. What I have learned is that all of them are somewhat successful in spite of themselves. Through your material I have pinpointed many of their Achilles heels to numerous to list. With this information I have formulated from the market's point of view a hierarchy of inherent horrors which must be traversed by their prospects and have done my darndest to eliminate them and create a company culture and proposition which makes choosing us the only choice but without stopping me from meeting my strategic objective.
14. All the time. I adapt and adopt. I've used some cards, for example, worked very well.
15. All the various Internet marketing guru's then I implement the concept onto the web site.
16. All web sites. All merely listed the animals for sale with photos.
17. Allen Says. Give/load up the benefits. Added more value to my own product

Question 16. Do You Analyze Anyone Else's Marketing Strategy?

- package.
18. Although this is not my primary field, I had a conversation with a guy at the Mastermind Summit in December 2002 who sold industrial safety equipment. I helped him identify his Unique Selling Proposition, which was that his company's safety products had a better track record for never failing than any other company's. I realized that if he combined risk reversal with his USP to make an offer that if "our product fails, you will not only get your money back but you can have a year's supply of the same product free," he'd increase his business dramatically. I also suggested to him that in this day and age of terrorism, he could sell industrial safety equipment to the masses by setting up a Web site and advertising his product through regular channels.
 19. Always copy other successful strategies across non-
 20. Always looking at competitors on the web, their copy, pricing, business model
 21. Always looking for how to do things better and then incorporating them into what I do
 22. Always reading about other strategies, but never formally translated to our business
 23. Always. I just didn't take the time before to implement what I learnt fully. Bad me! I've particularly learnt a lot from you Jay (flanking the market with high price, high information, world's best marketer status). I also like Tony Robbins: get people into the UPW seminar then use the seminar to sell his Mastery Course. Plus he's used entertainment etc to induce wom, repeat business etc. He's great at using his world famous clients to sell for him. And he uses every little thing he's ever achieved to sell for him. Bob Allen and Mark Victor Hansen and giving away their book as a lead product! Bransen and his PR flamboyancy and young, good looking employees to create the "hip" position in the market etc. Plus many other people
 24. Amazon, Easyjet, Jay Abraham's website. They keep things simple and effective.
 25. Amazon.com & Jeff Bezos because he found a way to leverage thousands of 'wannabe' biz. people/hobbyists etc. to make his biz grow exponentially and Joey Reiman because I learned that I great idea – acted on – would be worth more than a lifetime of hard work
 26. Analyzed Optionetics' marketing strategy. Learned how they do mailshots, national press ads, hypnotic selling, use of NLP in presentations. Tried similar size ad in papers, some points from their mailshots, added hypnotic and NLP strategies in presentations
 27. Analyze from a customer perspective. What do I want? Am I sold on this service?
 28. Analysis is based more on what can be publicly seen. Some companies get a high-level of publicity because their marketers and engineers manage to get many article placements in industry giants of engineering publishing.
 29. Another good tool
 30. Anthony Robbins. Using the same type of marketing approach.
 31. Architect, Engineer and Contractor colleagues in my area. It showed me their weaknesses, what they were not doing in the way of customer service and staying current in their professional knowledge. That become the focus of my personal continuing education program.
 32. As a consultant I find that most companies cannot measure the effect of their activities, and I try to persuade my clients to change methods.
 33. As many industries as possible. It is great to beachmark and raise the bar. As for the learning aspect of the business, it is clear that companies with a clear focus

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- (and that stay focus) are the most successful.
34. Avon is also building want to develop sales leaders. They do it very much the same way by have sales reps talk to their existing clients and see if they want to earn residual income or build their own business.
 35. Barbara weaver—my upline—her strategy is best suited for direct sales roland oosterhouse—business coach—knows the ins and outs of network marketing
 36. Benchmark against competitor in the areas of promotion, pricing and value add service provided.
 37. Bob Bly – creating a strong reputation through credibility marketing
 38. Brian Tracy Jay Abraham Few Emarketers Deconstruct everything they do. Even print out every email and highlight the sections that appeal to the brain. Identify each trigger. Watch the subtlety of music. Voiceovers. Everything gets deconstructed, note by note, page by page, email by email. What do I learn. Heck, I learned something about opt in from Claude Hopkins yesterday and he's not even on my list. I learn everything. I use it immediately in my own marketing. And then test for results.
 39. But not on an organized or orderly basis. This, I know is a weakness which we must correct.
 40. but they weren't selling what i was selling
 41. By searching categories of my industry, and actually I am also the moderator of that category. And try to find new marketing strategies they deploy, by subscribing mail-list from one DM consultant company, which provides valuable info about my competitors, then learn it and refine it in my business.
 42. Cardservice international. how they set up distributors.
 43. Charles Lewis. He is a master photographer and one of the highest paid in the country. I have learned a great deal from him re pricing, posing, sales.
 44. Coach USA.
 45. Competition and unrelated industries
 46. Competition is all about using name brands to hook people in and switching them to their house brand. It works well to initially attract people but it's hard to convert them.
 47. Competitors – make sure we are competitive
 48. Competitors abroad. Examples of paintball fields, set up design, pricing structures, deals. Provide similar or better deals, facilities.
 49. Competitors don't have any its just who they associate with
 50. Competitors, we are better, we should continue to do it our way
 51. Competitors. Used it basically to dream.
 52. Continuous process. I draw lessons from what I see and impenet those that appear relevant
 53. Corey Rudl, I learned how to run my business online.
 54. Corey Rudl's website for selling a book about cars. Lesson learned: Specialize in one product, focus on the niche market and design the whole website as a giant salescopy with the purpose of selling the product.
 55. Cory Rudl and Ken Evoy makes it profitable for people to help them. I tried their method (getting affiliates) but results were poor. I think it was my shotgun approach to affiliates instead of strategic (affiliates with access to lists of my potential clients).
 56. Cory Rudl, Jay Abraham: Parthenon Power built systematically: Direct Mail,

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- Developing and refining a USP (with Risk Reversal), Data Base Marketing ie Newsletter, Reports, Overdeliver, Barter, Referrals
57. Creonline, not much marketing info.
 58. Currently in the process of studying competitors' marketing tactics to determine what I can do differently. I'm finding that most of the competition is playing "copycat".
 59. Dan Kennedy and now Jay Abraham. I've learned so much that I'd have to write my own book.
 60. Difficult to do – a lot have copied my set up / strategy
 61. Donna Chudzicki she does 10,000 mail outs just listed & just solds every month. We decided to increase the # of mail-outs we do each mo. and need to add: CONSISTENCY.
 62. Evaluated in terms of pricing and guarantees offered. Structured our guarantees to be most attractive to our customers.
 63. Every body else's. Learn how to communicate (verbal and written) more effectively. In letters, on web site, in e-mails
 64. Exchange information with others in our industry in other non competing markets and in other industries to determine best practices used by others and apply what we think makes sense directly to our business.
 65. Federal Express: our slogan is "When you absolutely, positively must have a security guard there Now!"
 66. For complimentary product, we negotiate to see how we can work together to see how we can bring more benefits to our members in our database.
 67. For mail shots to M&A target companies.
 68. FORMER EMPLOYERS – DIDN'T DO IT VERY WELL IF AT ALL.
 69. From www.sitepoint.com I learned that you must show how you helped similar businesses achieve success.
 70. Harley Davidson (create loyalty) Google (build it fast, give it to the customer to play with, LISTEN) Apple Computer (Guy Kiwosaki, Lead, take a shot, listen, lead again)
 71. Have not done much beyond observation
 72. Haven't figured out how to do this yet
 73. I always pay attention to how any products and services are being marketed, partly out of general interest, and partly with a view to my own or my clients' marketing. I assisted one client with implementing a series of seminars for his clients, a tactic that had worked well for one of his colleagues – quite successful.
 74. I always try to analyze other people's strategy. I can't specify which companies at this time, and I feel limited in my ability to execute or use what I see and learn.
 75. I am always examining our competitors' web sites and literature for new ideas. Often I find inspirations.
 76. I am always looking at the marketing efforts of many companies, in all different industries. I am always looking for new ideas and concepts.
 77. I am always looking to add to my knowledge. Various management books and theoretical thinkers.
 78. I am constantly talking to others about successful strategies
 79. I am constantly watching how others in my business use marketing tactics because as a whole professional speakers and coaches are pretty awful at marketing. So when I see someone making it and doing well, I watch, ask and

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- then use what makes sense. A good recent example is Tony Allesandra and his decision to convert off of his paper and media products on his web in digital, downloadable format. His reach is extended and his inventory is now nonexistent. Plus, he makes money while he sleeps. Secondly, my husband who grew our computer business to 200 times its original investment and did it in competition with the OEM who had a competing product and 20 times more cash and 10 times more salesmen.
80. I am just starting to analyze Domino's and Mc Donalds, I learned the service, the upselling tactic, for me the most important factor in Domino's Pizza strategy is that they seem to become the only pizza provider here
 81. I analyze every one that I see / hear / read about across all industries. I use the bits that make sense for my target markets.
 82. I analyze tactics mostly.
 83. I answer know because I don't know how to "formally "analyze anyone else's strategy. I do try to understand how the "big boys" (like IBM, Microsoft, etc.) go to market as well as my competitors – I look at their advertisements, their campaigns, try to meet and talk to their sales people (I often ask them for help because I am a "terrible" salesperson and new to the business, then they open up and tell me all kinds of stuff)
 84. I attempt to notice/analyze all marketplace initiatives from a marketing and business practice perspective. You can learn from both successful and unsuccessful activities of organizations.
 85. I attend marketing seminars and professional organization seminars for my industry and others. I have used parts of various concepts in my strategy.
 86. I believe in copying from success. I see what should be done but I don't seem to be able to put things into action and turn them into profits. Maybe lack of resources and confidence.
 87. I benchmark Bain and Co as well as David Maister... They both employ a strategy similar o 1-2-3
 88. I constantly look around to see what other companies are doing to increase their sales and try to determine if these would be a good fit for our company and industry. The best way to market in our industry still seems to be personal contact and relationship building. This seems to be quite difficult given all of the other jobs that I must do and the time constraints that exist as a result of being overloaded.
 89. I constantly look at my competitions ads and presentations to assure that we are perceived as different.
 90. I constantly observe marketing around me in magazines and television . I like visuals where a picture is worth a thousand words and in particular like comedy when marketing because it is healthy to laugh. Also a strategic marketing plan shows up in many areas over time and there always seems to be a threaded theme.
 91. I continually look at successful marketing strategies, break them down and determine how they can be adapted to my business or in helping my clients grow their businesses.
 92. I continuously look at competitor's web site, marketing material (which I receive under a false name). We also speak with out clients about who else they buy training from and why. When we approach prospects and find out they are using a competitor, we ask them what they like about them and the challenges they cannot respond to.
 93. I do competitive analysis of how other companies try to attract business – mostly online. Learned that most other companies in this field will take any company on

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- as a client – regardless of reputation. In our company, the reputation of the clients we served is the underlying driver for the reputation of our company.
94. I enjoy observing marketing. Good marketing always stimulates thoughts for me.
 95. I grab a little from everything that I see or hear. Implementing them is the tough part.
 96. I had the opportunity to closely observe what happened to a former therapist who was an excellent therapist (all his clients said so), but he absolutely did not believe he should have to market himself. He believed clients would just come to him. He is no longer in business. Moral: If you don't market, you don't make it!
 97. I have analyzed what I could from the PEQ and PEQ II participants as well as looking at others in our industry
 98. I have been reviewing various direct mail / email advertising that I receive from various financial publishers like Agora, Lombardi, Anglin Stewart, Schaeffers. I used their headlines as examples when developing the headline for my sales copy. I am on the mailing list of a number of marketers: Joe Vitale: I learned from Joe about making the headline outrageous to get the potential customer to continue reading. I also learned from Joe, Corey Rudl, Yanik Silver, and Marlon Sanders that long sales letters are better than short ones. That the PS. is the next most important section after the headline, as many more people will read it then read the whole letter. Stuart Lichtman – He offers a bunch of unadvertised bonuses that are delivered over time after a purchase. This is a powerful way to build a strong relationship with your clients and keep in touch. This is similar to your over-delivering with massive amounts of grounding materials. I just noticed this one today: interesting marketing from "Dockers". I was on the toilet and looked down at my pants and what do I see...On the inside, all around, near the top seam, is the brand name (of course) "Dockers", but also next to it is the following "Nice Pants". This little bit of marketing extra effort will probably keep me buying "Dockers" for a while. This is quite clever as the company figures that at some point everyone who is wearing these pants will probably look down at them one day when they are on the toilet. Just a little marketing that interested me today.
 99. I have looked at other Coach web sites, studied what type of coaching methods they use and how I can use what works for them.
 100. I have taken a look at other companies in the same industry and have found that the smaller companies often compete on price. Larger companies normally only carry one or two non-slip products and do not offer their clients other alternatives. I have found that I can charge more than the small companies because I am able to offer many alternatives or suggestions to potential clients – which helps develop trust/rapport.
 101. I have yet to take the time
 102. I help clients, in part, by reviewing their strategies.
 103. I just try to see if I can detect what strategy successful business maybe using in my area and nationally. No, I haven't done anything with it. I have just been awoken to marketing (through a Protégé class with Jay) and as a result I am just trying to get a foundation upon which to stand on by viewing what others do right or wrong relative to Jay's mindset.
 104. I just try to take what I think will be useful to me.
 105. I know I should
 106. I know the business plan of every competitor in my market; I copy what's effective and do the opposite of bad practices
 107. I learn that I did not want to do what anyone else was doing. The competition is

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- just so great and very redundant.
- 108. I learned that it's just clever statements and empty promises – supplement sales companies, vitamin manufacturers, and weight loss programs. We use the information to educate our clients/prospects of the difference between us and them and to support our approach.
 - 109. I learned the basics for lease purchasing and now it's my primary income.
 - 110. I look at competitors offers, prices, and facilities
 - 111. I look at my (and my clients') strengths and weaknesses using an importance/performance analysis to identify a strategic leverage. Then I look at other industries or business models to see what I could adapt. I've used this system to identify a service leverage for a manufacturing client and will borrow a financial planner/broker model to re-structure their marketing strategy. I learn mostly from talking to target customers.
 - 112. I look at other's doing the same kind of business that I do. The number that I have looked at is large - and constant. I use the tools the Internet provides to evaluate what I find. How long have they been operating on the Internet? What is their Google page rank? Alexa rating? I subscribe to their newsletters. I go to the point of ordering products from some and evaluating them. Many times I will go through the order process in order to find their pricing if they don't publicize it (many don't). I review Cory Rudl, Michael Campbell, Marlon Sanders, Paul Meyers, Neil Shearing and a whole bunch more.
 - 113. I looked at the Tony Robins Companies, and I learned that even if one teaches it, one does not have to implement it. It is not possible to cheat the customer. If you say that they get things for free- they should feel that it is for free- not only feeling that a part of the package deal have been taken out, and said to be something extra. Every person in the company is a marketer, and whenever I start building my company to only include coaching, I will make extra effort to see that I get the right people in the company. I love the principals stated at Stew Leonards- the customer is always right. I learned to better formulate my free of charge offer, since I know connect it to the customers goals. I learned that from another advertising agency.
 - 114. I mainly see things I would not want to do and use it as incentive to look elsewhere.
 - 115. I pay attention to persons with more time then other pays...
 - 116. I read through the hundreds of letters from Jay Abraham testifying to how people applied his principles.
 - 117. I review other consultants services, websites, publications, papers and marketing pieces. I have learned that most do not understand marketing in comparison with your marketing perspectives.
 - 118. I saw that 99% of mortgage companies did not understand that people searching the web wanted to learn about mortgages, not just buy one
 - 119. I stopped cleaning rings for free 15 years ago and started charging 25 cents per ring. This worked great if they bought we would apply that to the purchase price and would not charge to clean their ring. Now that they're others in the fair cleaning rings for free. The new people pass by my booth and I don't get a chance to show them why mine is better. My customer is loyal, but this does cut into my new customer base. My shows don't start until June of this year. I still thinking on what I should do. A couple of companies have established websites. I set one up myself and I am working on it to make it the first thing you see when you search for jewelry cleaner on the web.
 - 120. I study the competition

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121. I take a look at other peoples ads, notice where they're running, how many times they run, and how they're worded etc.
122. I tend to read about other industries and also the people I personally do business with. I have learned an encyclopedia about the "right" way to service people. I use these ideas daily at my store to maintain the clients' continued business. Not everything works all of the time.
123. I tried to use MJ Roses's Buzz Your Book strategy. It was a total flop for me.
124. I try to be a student of both business and marketing strategy. I believe I apply a number of ideas to my own or my client's situations.
125. I try to learn from other industries. I try to take what I like in other industries and bring it to my industry.
126. I try to look at other marketing that gets me to buy, and borrow ideas as Jay suggests
127. I try to observe and learn from everyone and everything possible. Anything I can copy I will.
128. I try to see what competitors are doing but do not know how to fully analyze their success
129. I use direct mail, because I have seen how a colleagues company has good success with direct mail. I have recently begun using email marketing as well.
130. I work very closely with Tony Seruga and am constantly learning techniques and strategy to further my business endeavors. Things such as copy writing, search engine techniques, list building, permission based marketing are among the highlights.
131. I'll implement it on my business plan.
132. I'm good at seeing the flaws in the strategies of the speakers I coach.
133. I'm in the process of going through your Referral Systems tape set and Dan Kennedy's Customer Appreciation tape set to try to gather a overall "mindset". I'm also reviewing Joe Vitale's Guaranteed Outcome Marketing (as layed out in his ebook "Hypnotic Marketing.") Haven't implemented anything yet.
134. I've analyzed competitors as well as non-competing markets whose strategies appear to be working to see if there is some aspect of their efforts that can be tailored to my needs. For example, I look at the marketing contacts that I receive in the mail and on the internet that catch my eye and interest and try to figure out what it was that pulled me into the ad. Then I try to find ways to model my advertising and marketing approaches to get the same result.
135. I've learned from most of the webmarketing "Gurus", like Allen Says, , Joe Vitale, Mark Joyner, Paul Myers, Tom Hua... too many things to list here. Basically everything I know I've learned analyzing other websites
136. I've looked at a couple of our competitors. One was using a marketing strategy similar to my original focus, so I've changed our main thrust and made that aspect secondary.
137. I've looked at the strategy of competitive consultants. They're playing up their bigness, so I'm emphasizing the fact that I'm not big.
138. I've scrutinized Gary Halbert, Jay levinson. Haven't use their strategies extensively.
139. I've studied experts like Corey Rudl, Dr.Ralph Wilson, and your own email marketing strategy from the messages I've received over weeks, and tried to use a similar plan for my own products
140. If good we use it if not we design something better

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141. If they have some additional winning streak adapt it and use it.
142. In our industry, virtually everyone uses one of two approaches. It's either cheapest or it's problem credit. This creates a tremendous opportunity to "change the markets buying criteria" through targeted education and unusual program combinations.
143. In the past bought a friend (from another town) marketing strategy and my practice did boom from it
144. Informally, and not systematically. Learn that few use referral strategies effectively, few market effectively or consistently to existing clients, and that I need to use host-beneficiary relationships more effectively as well.
145. International and national competitors Conferences and E newsletter Website
146. Internet competitors-they all appear the same.
147. Investigated industry leaders and noted that sales are mainly done through local and regional distributors. We decided to take a direct marketing approach.
148. I've not understood, from a marketing perspective, the basic reason actions are taken and the way things are connected, i.e., the real payoff, for taking various marketing actions.
149. I've tried to find out how clients were sold recovery audits. I haven't got very far with this.
150. Jay Abraham marketing strategy around the marketing summit and subsequent events.
151. Jay Abraham- offer seminars, if person can not attend due to location or cost, then I will offer a home based seminar that's more obtainable. Inc magazine- they use articles and later republish them in special report to increase newsstand sales.
152. Jay Abraham, and his multi examples. Leveraging, back end, new market development, new product development
153. Jay Abraham, pillars, to have more than one outcome, Used as above. Anthony Robbins, The Power to Influence seminar, different Client personalities, Categorize type of client dealing with and market to client type.
154. Jay Abraham. Jay allows people sample, sample, sample, and he has powerful testimonials, and endorsements. A couple of years ago, I produced a tape program titled Discover the Unlimited Wealth Hidden In Your Business. Initially, I sold the tapes using risk reversal—and bonuses. Now, I give the tapes away. Result? Two weeks ago, I closed on a contract that pays me \$5,000 dollars a month. It's a fee for project deal. It is the most lucrative contract I've ever had in the history of my consulting company.
155. Jay Abraham's positioning himself to receive \$5,000 per hour for advice. I learned what it takes to be able to charge such a fee. Turnaround specialists, who take equity in the company.
156. Jay Abraham. The main thing I am learning from Jay is to come across a really caring for the client's success.
157. Jay's for instance. I like the risk reversal offers and use a form of them in my efforts.
158. Jays ideas of total net worth and trying to develop a backend that keeps the client coming back.
159. Jazzercise, I learned a simple franchise system. Karate schools in general some reposition the competition by making themselves seem like the only option that will work in a street fight.

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160. Joe Schroeder/Robert Blackman....The Funded Proposal
161. Just keep my eyes open for clever and effective techniques that we can learn from, borrow, adapt and make ours.
162. Just starting to do some research.
163. Ken Evoy
164. Key competitors. I have learned how to design my web interfaces as well as the communications (e-mail) they use. Picked them apart stole the best parts, trashed the rest.
165. Landmark Education; offers Free Introductory evenings; generates word of mouth referrals by encouraging clients to bring their friends; offers a package of seminars in the series; programs combine both weekends and evenings over time
166. Large corporations like Pepsi, McDonalds, etc. they bombard the public with constant images of the product, games, contests, giveaways.
167. Learned that sometimes in our local market , relationship with client counts more than quality and pricing
168. Lee Iacocca with EV Global markets to be people who do not currently ride bikes. Hs product lacks excitement and does not appeal to people's vanity.
169. look at their marketing and then at their results in market share
170. Looked at others in the industry, and studied how I could become better and give the customer more benefit and build longer stronger relationships
171. Looking at how jay uses the strategy and implements ASAP through his emails. Using the one to one style in his letters – writing letters for businesses keeping the attitude very relaxed
172. Looking at Microsoft, Adobe, Apple, retailers, etc.
173. Lots of companies, typically cost are short-term oriented, building business at the expense of long-term Brand loyalty.
174. Main competitor is a weight control business and they use word of mouth and institutional ads. They are big enough and old enough that just flashing the name gets a response.
175. Major real estate franchises. We learned that they haven't changed much in response to consumer demand. We're offering better service at reduced commissions with consistent marketing effort with a team concept.
176. Make an alliance with Schwab and get a full-time sales person
177. Mal Emery, Henry Kaye. Am presently learning and implementing. The biggest thing we learnt was Guarantees and persistent contact
178. Many companies like ours start MLMs. While it's a decent distribution system, in my opinion MLMs sell "money", and my products are nutrition and health, as silly as it sounds, I'd rather earn less money and keep the focus on HEALTH than earn more by constantly hustling people with rah-rah and painting visions of \$\$\$ that 9999 out of every 10,000 have NO HOPE of ever achieving.
179. Mark yarnell, rick hagar, dexter yeager, luke penucci. I learned that the person who figures out a way to speak to the most qualified highly motivated people create the largest businesses. I learned that simplicity is essential. constant testing, plodding is essential. consistent activity is the sole quality that separates average from great.
180. Marlon Sanders – systematic, consistent, great copy Joel Christopher – random, not clear what his strategy is Armand Morin – low bid, look-alike Alex Mandossian – quality, great copy Jim Edwards – quality products, great affiliate support Jimmy Brown – sincere, low cost, viral

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181. Metagenics / Health World – Information systems are vital in the complimentary healthcare industry and direct sales to the end user from practitioner referrals generate long term income. We have started to set up a website with relevant information and web applications for diagnosis & treatment and I have been operating a patient order system which provides the bulk of my income for 4 years.
182. Michael Jans - I am currently learning more about grabbers, power statements, etc. and how to use them.
183. Michael Podesta, another art & craft vendor. We are basically doing the same thing, we just have different types of artwork
184. Microsoft, Jay Abraham, Tony Robbins, Brian Tracy, just to name a few. Unfortunately, I am still a business neophyte and do not have the answers to the rest of the question at this time.
185. Microsoft. "Just do it"
186. Model their business model and implement their systems....Learnt that a good system will work anywhere under any circumstances and is no fluke...tested it on small customer base
187. Most are reactive so not as much to borrow
188. Most competitors offer experience based value - pricing seems arbitrary. We determined a unique risk reversal strategy that would remove the faith in us to our faith in our clients
189. Most internet-based cruise agents are constantly re-selling a first transaction and doing it based on price alone.
190. Most marketing seems to be along similar lines to my own.
191. Most mortgage advertise on radio and television, with poor results as they are not direct response, High cost large companies get the exposure, the rest seem to struggle
192. Most others provide CHEAPER jugs, if you want cheap please buy from them, If you want results, buy ours.
193. Most people don't have one so competition as such is almost negligible
194. Most recent exposure to approach of "pulverizing and eliminating your competition" through clever marketing "so that your clients would not even think of using someone else." Found the strategy offensive and misleading. Will not use unethical practices.
195. Mostly end up giving advise... surprised at how little most others really know about what to do.
196. Mostly from Cory Rudl who is a genius at marketing via web. I keep marketing sales letters from lots of successful people, including Jay, and then try to revise them and adapt them to my use. I've learned the value of stating a problem first, showing how my products will solve the problem, giving real value, increasing the perceived value in their minds, putting a deadline in my call to action, giving them more than I promised, treating them as a client for life and not a one time customer, becoming their trusted advisor.
197. Multiple contractors nationwide. Most marketing is traditional "look at how great I am advertising", word of mouth, job signs, and some salespeople.
198. My choice is very different to the competitors because the very first step of my business was to look for a new mind space in the users, create a base of intellectual property around it and then to cultivate it uniquely.
199. My competitor. I learn what they emphasize and majored on where they didn't

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200. My competitors and they use none marketing strategy.
201. My fellow business coaches who have tried strategies like direct mail and telemarketing. When I experiment with the same strategies, I get the same results. It confirms that some of the strategies are less leveraged.
202. My field has a VERY tight box they live in. Almost no one is marketing outside of a yellow page ad.
203. My largest customer's and it seems to be primarily advertising that I believe you call institutional
204. Nightingale Conant: 30 day trial - brilliant risk reversal, making excellent use of database with details of past purchases, leading to accurate choice of offerings each month, meeting customers' needs
205. No active analysis. Just passive study of advertising and marketing cases (written up for MBA classes).
206. No implementation do to expense.
207. No, I don't. I really don't know what to look for if I were to do so.
208. No, we haven't analyzed someone else's marketing strategy, except that we observe them from our distant perspective and use one or more of their successful examples.
209. None of our competitors do any more than we do. Outside our industry, wouldn't really know how/where to start analyzing in a meaningful, useful way...
210. Not any mor. most strategies that I have seen from competitors are full of assumptions, poorly researched and they have no reality around its execution. (they don't want to do the work.) when I review clients strategy we generally re work the whole thing.
211. Not enough.
212. Not really, do not have time and expertise to do that.
213. Not with the depth needed.
214. Now I realize their's is just tactical.
215. Observe what is successful and emulate the methods used by other more financially successful people and organizations.
216. observed how manufacturers are trying to get corporate customers for their healthcare products. Learned that we have a competitive advantage since we are not tied to any particular product line.
217. Obviously didn't use it much
218. One of our competitors, Batteries.com uses an affiliate marketing strategy. It is a great idea and generates a lot of sales for them. We have not implemented this because our current setup restricts it, and our prices are low enough that the margins are hard to split.
219. Only haphazardly.
220. Only on a superficial level - I don't really use it that effectively
221. Other centers that participated in greg newyton's study of adult day service marketing
222. Other chiropractors across the country. They are finding that major media advertising is getting to be very expensive as regards to the return on investment ratio. Many are turning to low cost public speaking, and internal referral systems.
223. Other clients. Mostly I'm learning that they are doing very little if anything. Yet they have expressed to me that they appreciate the way I'm going about things now with the letters and extra follow up.

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- 224. Other coaching companies (for eg. Coachville). Applied some strategies to our business.
- 225. Other companies in the same industry rely on buying lunch or bringing food gifts to clients on a regular basis. I learned that these efforts are largely taken for granted by the client (particularly over time) and I have differentiated myself by a more professional approach. I make sure that my team delivers on our tasks every time and I specifically don't do the lunches and gifts that my competition needs to rely on. By delivering a better, more consistent product/service, I maintain the respect of the client and our excellent reputation means that we almost always get the first opportunity at follow-up projects.
- 226. Other consultants and trainers. I learned that only a few of them really know how to attract and retain clients.
- 227. Other cookbook authors and their companies. Learned the tie in with celebrity endorsers, distribution and backend (website sales efforts).
- 228. Other DJ companies, and, from what I learned, they simply don't HAVE a strategy sometimes!
- 229. Other haircutters, of course...to see what they are NOT doing as much as what they are doing. Learned that almost no one in the industry targets men and boys. We target that segment only, and we are the best at it. McDonald's: Go with your strength, don't sell things to your franchisees, mandatory advertising co-op, strict quality control, focus on the customer. We do the same. KFC – as long as the stuck to "we do chicken right" they did great; when they wandered into ham, BBQ, etc. they floundered and weakened the brand. We will "do men's haircuts right", not dilute our brand or lose our focus on a tight market segment.
- 230. Other high-end skin care and cosmetics companies. We are stronger on client relationship, follow up, ongoing satisfaction, upselling and cross-selling.
- 231. Other magazines and direct mail companies. (Mostly examine their tactics for ideas to build circulation and advertising).
- 232. Other operators aligned to us. I learned small but important angles in speech, delivery and closing methods. In practice
- 233. Other people who are in the same industry as myself. I feel their strategy works good for them because they have developed the personal skills necessary.
- 234. Other software companies. Conduct Internet based seminars for potential and existing customers.
- 235. Our basic marketing strategy is based upon the work of Dr. David Singer consulting company. In a nutshell you have to go out and meet the people and get them to have realizations and prepay for your care because they are more committed to getting the results that way.
- 236. Our competitors (as best we can). Tended not to use it. Its useful as a comparison but tend to do what we think we need to do.
- 237. Our competitors' ads...their pricing, words, and if we feel it's working for them then we try doing the same thing
- 238. Our competitors are not focused on this niche like we are. Our focus is a major strength
- 239. Our competitors, and they are our best advertising.
- 240. Our former employer did not have a marketing strategy that lasted more than three months. We called it "Book of the Month" syndrome because every couple of months they'd roll out a new strategy around a new business bestseller.
- 241. Our main direct competitors' strategies. Sometimes we copy strategic elements (usually after having improved or adapted them), or we use our understanding of

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- their strategy to distance ourselves from them, when it appears strategically wiser
242. Phil Kaplan Set yourself up as an expert and provide education.
243. Polish market is not really developed yet. Marketing strategy as such is partly used by few big ticket companies, but they are not our competition. Our competition has no marketing strategy, as they are a "mom & pop" type of business. I would be interested in finding out what strategy an American or Japanese small furniture manufacturers are using.
244. Previous employers – I learned what NOT to do
245. Procter and Gamble, Toyota, Vifon – Ace Cook (Joint-venture). I have learned that always present new products with a little changes .
246. Provide more free information to potential customers, and be more friendly.
247. Purchased Cummings marketing book "marketing 101" but he stressed too much how to make dough rather than referrals from attorneys which won't work for us as we don't deal with insurance cases, injuries, etc. just sick people who are sick of conventional medical pharmaceutical failure. it's a true niche with a lot of crazies also in the same business. we are conservative compared to many in this business, and relatively successful. I took a course with someone who was doing a lot of advertising... couldn't apply it... earlier attempts in this arena did not work for us.
248. Ran-one, Too many services, more clearly defined
249. Robert Allen ... Built a big list fast (still building, but it's working already. We have ~5000 names ... I'm aiming for 40 000 at least.
250. Rocket builders – local "accelerator" firm, gives seminars and surveys, not used yet; Navis – San Diego IP firm - custom IP processes, experts who have written books on the subject – haven't used yet
251. Seminar presenters, Brad Sugars, Tony Robbins, Daniel Kertcher and how they get ongoing business and upsell with the various products
252. Some of our competitors. Most of their strategy is fairly tunnel-vision-oriented. They're busy being market research firms, and that's about it. It encourages me to be innovative with my company's strategy, since doing so would immediately differentiate us from our competitors (we'd put ourselves on a whole new level).
253. Ted Thomas, Lou Brown, Ron LeGrand, Ernie Kessler, John Childers (real estate related speakers/trainers), Gary Halbert, John Carlton, Dan Kennedy (sales letter examples). Used all as examples to format sales copy for my own product. Also learned that lack of integrity in advertising offends me (Ted Thomas) and more about the use of testimonials.
254. that is how I saw the smoke and mirrors. If I educate the client, he should pick me.
255. That most others in this nice market went broke the last two years because of their marketing expenses. It's strange to tell, but I started with 9 competitors, now there are only 4 left.
256. That of my successful upline
257. That they're doing something I'm not – contacted them to ask for their assistance.
258. That's another reason for working with other professionals. Some need our help, but others are full of good ideas of their own
259. That's my business. Most companies produce a marketing plan – but never execute it properly. 99.9% of plans lack the focus to get results
260. The biggest in our industry – Century Martial Arts Supply – It seems similar to ours. However, they lack focus in their product line. Sales are done to clear

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- overstock only. They appeal to the popular sports mentality. I think they are losing their strong hold in the martial arts. They have poor customer and spokesperson loyalty. — We are implementing what we think they are missing. Our focus is to provide real weaponry and proper practice implements. We are organized by martial art style and avoid the popular sports mentality because we think it is short lived and light spending, low profit margin. Asian World Martial Arts — Selectively provide a mix of sports and real martial arts equipment. Blanket the industry with catalogs. Their focus is the wholesale market. Online they have created the idea of an extremely wide array of products. — We try to provide a much higher quality line of products in a similar mix. Our focus is retail, and slowly adding wholesale. Online, we are building to clearly show that we have many more products than they do. Tiger Claw — Very aggressive and seem to be working. Five approaches to establish themselves: Tiger Claw is strictly a wholesale catalog branch, KungfuMagazine.com is an online magazine exclusively devoted to Chinese arts, MartialArtsMart.com is their retail outlet, Tiger Claw Management and Consultant provides schools with business support, Tiger Claw Foundation non-profit organization that raises funds for martial arts related causes. — Very ambitious since they have a reputation for low quality equipment and mainly a Chinese focus. We already beat them in quality and knowledge, we just have to get the word out, catalogs, etc. I do not know if we should get as spread out as they are.
261. The company generating the aforementioned postcards (featuring a web page snapshot) obviously hopes to figure in the marketing campaigns of other companies, so by making use of their services, I guess that we emulated these other companies.
262. The competition. Re-Jigg it and improve it !! Also look at other successful advertising campaigns, and see what can be used from it.
263. The most of the consultants in my area are sitting in an ivory tower, but they attract prospects through good references. They don't make advertising, because it's not necessary for them. Now I try to reach the dissatisfied clients, who don't want to have only theories.
264. They aim at a higher, more sophisticated market at higher prices
265. They all seem to have the same strategy... target customers, get market share, sell software, sell consulting (product specific only), and recommend partners (but never become involved in ensuring the client gets the end result they want/need).
266. they approach bankers (the best source of referral business) in a formal, hands on way
267. They do direct mail, trade shows, and industry publications. We now do the same.
268. They have bigger budgets than I ever will get in revenue. I do not like the way they pour money around, I will not imitate them.
269. Three C's Bodyshop in Columbus. I learned that the strategy of Anti-Insurance is an extremely long fought battle that is best based on a personality
270. To help determine pricing
271. To try to set value in pricing
272. Tony Robbins. Can't afford it.
273. Transfield-Worley. They are marketing a management solution for maintenance and engineering. This suits some larger clients but scares off others. They have sold some senior managers in the larger client organizations but the users of the services are not necessarily happy with the solution imposed on them.
274. Try other approaches and methods

Question 16. Do You Analyze Anyone Else's Marketing Strategy?

- 275. Try to copy and adapt
- 276. Unfair to say "Analyze", but look at everything we can, including things from Jay, Henry Friedman, and other stores. Most of How we Used it is in answer to #10 & 12
- 277. Value of introductory offers / seminars
- 278. Value=long term success.
- 279. Value=long term success.
- 280. various financial services companies. Implemented lead generation tactics.
- 281. Various people, they create an aurora, a buzz, a felling of sacristy
- 282. Various sources from Newspapers. I've seen certain advertisements do not seek specific enough customers for their products.
- 283. Very basic. Putting out CDs. Spreading good reviews. Using good photos. Paying a professional writer for good texts.
- 284. Very few attorneys have any marketing strategy. Most here rely on past relationships and word of mouth.
- 285. Victoria Springs – that I can do it all and have it all and it is a step by step process
Lavish – not to have any customer service features or traits that Lavish employs at all Readers Feast - win-win reward cards
- 286. Waited until they repriced and watched the clients return to our fold.
- 287. Watched strategy of WZ.com, and since they went out of business, I don't know what to think about their strategy – what to adopt and what to avoid??
- 288. We analyze (and collaborate) with other consulting professionals in our industry. One lesson we learned from one of what used to be known as the Big Eight firms is a method of introducing services to new clients. This method is based on a short (1 – 2 day_ survey / activity) in the potential clients's areas of concern followed by a proposal / declination for further work. This is a good strategy and we just haven't used it enough – it's a way to work Jay's 'risk-reversal' into consulting practice. You have to be careful here because you're giving away labor as compared to product but it's still one of the most-effective ways to market consulting services.
- 289. We analyze how other weight-loss facilities market their programs and we deliberately structured our tactical advertising to point out the differences.
- 290. We are actually in this process now. We see a lot of reactive style marketing, largely tactical and hard to discern a real strategy. It will certainly influence our final strategy. As we have no direct competition we will need to modify and fine tune our strategy as we go.
- 291. We are continually examining the successful strategies and examine the work habits and marketing approach of those highly successful in the company. We have weekly National Conference Calls, quarterly seminars (company wide) and in depth email training. Just finished reading "Your Best Year in NetWork Marketing" by Mark Yarnell and am preparing a synopsis (he encourages this) of his book to send to a dozen of the leaders in my group.
- 292. We are focusing on being the primary resource for information'We are focusing on being the primary leader in product developmentWe are focusing on improving knowledge basis of customers and their "neighborhood" so as to win their business and sustain it over time.Incorporation of fun activities like an ice cream social serve to dramatic increase sales and also serve as a means to win over more business.We are focusing on helping real people be healthy not just celluloid people. Real people are becoming the core of the business and are more loyal customers than celluloid shoppers. They come to parties and also buy lots

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- of products.
- 293. We are just now in the process of analyzing our competitors strategies, and analyzing how we will use this information to re-structure our marketing strategy. To-date, no definitive answers.
 - 294. We are just starting to do this
 - 295. We are trying to develop a subscription model for marketing services.
 - 296. We consider their relegating core services to the third or fourth line item in their marketing to be a serious mistake.
 - 297. We constantly monitor client mkt plans. We incorporates methods that work into our plan.
 - 298. We copied, sort of, the 3 top area's galleries, but customized to our own gallery image
 - 299. We copy approach to the market – marketing strategy of using the Net.
 - 300. We determine the marketing approach and tactics that they are utilizing and make sure ours delivers a more long turn overall benefit for our clients business.
 - 301. We emulate tactics of other successful realtors
 - 302. We found out that we can not compete based on price. Qwest is bigger and can beat our prices, however we offer service and knowledge that they do not have.
 - 303. We frequently talk to other companies about their marketing strategies and seek to learn from these. We analyse direct mail we receive to learn the good and bad from these.
 - 304. We have been watching closely companies that uses headlines effectively for marketing. And we try to learn the psychology behind their tactics.
 - 305. We learn what our competition is doing and how they are do it, as well as how effectively. When we find someone who is doing something better than we are, we will copy their technique.
 - 306. We look at our competition and believe that are strategies are going to be more successful. Our biggest challenge is lack of capital. We have lost all of our investors after 9/11, and than Enron, and now the Iraqi War is killing us.
 - 307. We look for marketing strategies, not currently employed in our industry, in other industries and apply them to our industry – thinking “outside the box.”
 - 308. We look to research some business in the industry and apply what we feel are the best. We learn how to do better ads, flyers, brochures,etc.
 - 309. We need to constantly be aware of what our competition in the fruit sourcing market are offering or promising the suppliers. This is the only way that we can be aware of changes in the market or grower/supplier mindset. We try to monitor our competitors and adjust our ‘message’ to the suppliers if necessary. Also use this as a way of growing the ‘expert’ go to position, by advising suppliers on changes or falsehoods being spread.
 - 310. We need to do more of this.
 - 311. We pay attention to marketing strategies, no matter what the industry. We roam widely and steal the best.
 - 312. We read fairly widely (e.g. books like In Search Of Excellence, Maverick and The Other Guy Blinked) which give (somewhat sanitized) accounts of the strategies and tactics other businesses have used. We read them as a way of keeping our own thinking sharp rather than with the intention of apeing what someone else has done.
 - 313. We study other competitors catalogues , marketing materials and trade show

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- strategies and use what we learn to differentiate our position.
314. We talked to some other non-competing retailers to find out how they don things. Haven't done anything yet with the information.
315. We use what we call "Best Practice" Marketing, look at the best 15 launches in the country, emulate, numerically what they have done
316. We were determined to be different and we took a lot of soundings from our Network and product providers when we determined our strategy.
317. Well I see how they advertise themselves and consider using some of those points for myself
318. Well, considering Elvis or Michale Jackson.(thought Mike's lost his edge, particualry his ability to innovate). Both became incomparably successful not so much because they where better,, but radically different from the competition. Especially, Mike, who look different, sounded different, moved (way) different. Another example of rising to heights is Emiem, the controversial white rapper. He so famous for being unlike anthing out there. Sure others sing better then him. But he'd different. Contrast this to many upcoming feanle singers who look & (to an extent sing) like Britney Spear. Where's commen sense?Now the movie industry. The mega-fresh "The Matrix". Sure, it got a captivating story, superb cast, stunning special effect, & a team that seamlessly integegrated all their energie in one singular concept. It even had soul, which so many movies lack. But the real reasonwhy it catapulted to success was. It was glaringly different from the existing movies. Infact, it was a new genre.And that the key. To create a new genre. Not to improve your industry. But, rather create something new & different. A new genre.
319. Went through numerous case studies before selecting my strategy for employee benefits
320. WestJet (airline industry that is no-frills, and very streamlined in their operations). Gucci (very targeted and consistent messaging to the client). BMW (Defined result).
321. When I began working here, I was given a 5 hour training and that was it. I was expecting something else,,, after a while I realized nothing else was going to happen. I like my product a lot, but in my opinion the Sales Department stinks, so while I was eating my savings, I began asking questions and digging up every piece of info I could get. It took me a few months, but I wrote a document of about 160 pages full of hard critics, I deliver it to the CEO of my company with copies to the Marketing Director and to the Medical Board Director.I analized the whole company, I wrote to them:" I don't like this... because this, this and that..." Furthermore, For every thing I pointed out, I also wrote:" I suggest this should be implemented instead because this, this, this and that" I think that critics are good, they're better if reasons are given and a possible solution is presented.So, I analized the whole company's marketing strategy. I saw my what seniors do, what my co-workers are doing, and what many others are trying to do.For instance, most of my pals sell one policy at a time, family policies mostly. It is as if they were selling them from door to door. On February 25th, I targeted 3 companies from the yellow book, once I had the names of their CEOs I called them letting them know that a sales proposal was already in the mail. I sent them a 22 page sales proposal that I wrote my self followed by an 8 page appendix with charts and examples that show the benefits of our product.I called them today and I already have an appointment for next Wednesday :) and 2 more calls to do again next Monday, because they were busy. And next Monday I'm gonna call/mail 3 more.In the meantime, I use my phone pitch to get dates in order to sell family policies.I "began" to work here in order to get some dollars to start the e-commerce programs I've had in a stand by status for a while. But the deeper I

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- looked at my company the clearer it was that we have a great product that offers many benefits which are very affordable, the potential customers are every body from low-middle class and up and the policy and no competition at all. So I took several months to develop a strategy in order to cover every single point, at least that was the intention. And now that I've been subscribe to several ezines for about a month or so, I have noticed that unknowingly several important items are already covered in the procedures I wrote. Other important ones are missing. The articles and quotes I got from your page, from Jim's and Bryan's ezine, etc. is so important and so valuable that I formatting them into a word document and I'm building a binder out of them, but.... Hoping to be usefull in your experiment Jay, let me put an example of the overwhelming puzzle of amount of info I'm getting: This is what I recently began to read from your URL: * 100 Greatest Headlines Ever... * A model Sales letter.... * Fast Cash Boosters... * 9 Drivers to Upside Leverage &.... * StrategyReportP1 and P2, which I just downloaded... * Marketing Concepts they won't teach you.... * Chapter One: "How to maximize what you have... And from other authors: * Lots of articles and quotes Now try to put that growing endless soup together... Based on the info I'm getting on line, I can not rely on having my system 100% completed, tested and ready to go, because I'll always be getting new info via email in a daily basis. Imagine your writing a book and the points above are title for a single chapter, how would you organize all that info? In my opinion, this would be great: Every thing needed to start from A1 to A2, From A2 to A3, From A3 to A4, From A4 to B1, From B1 to B2, etc This way... all the way, having something like a checklist. From beginning to end and covering the whole enchilada. It should not matter if I'm selling something for any company. It should not matter if I have a home business. It should not matter if I own and run a business of any kind. It should not matter if I were CEO of a billionaire multinational corporation. Imagine I were in position to tell you this: "Jay, squeeze your brains, because this writing your doing has to be the best program you'll ever put together" I'm not talking about a chicken recipe. I mean the principles, the truths and the laws you have manage to observe and grasp over many years. Every thing in the right place, the right way at the right time. This I'd love to learn from you.
322. Y2 Marketing.... That they "borrowed" a lot of Jay's ideas, restated them and charged \$35,000 for the information.... Ground work for Jay's program
323. Yes – I did take a very serious look at the marketing strategy of Jimmy D Brown of 123webmarketing.com. Jimmy Brown taught me the methods associated with Cross Product Promotion. Allen Says of the Internet Warriors taught me the principles associate with marketing at an Internet Marketing/Discussion Forum. Allen Says, Bryan Winters and Armand Morin gave me very good ideas on Business models and the concepts associated with Total Solutions Providers. I would like to be a Total Solutions Provider in terms of eBook publishing as well as Nutrition Products
324. Yes but only recently and only a bit. How are others in our business doing things
325. Yes I do - I do an unapproved host beneficiary on how my STUFF makes their stuff really work.
326. Yes I have been in various career situations, each with a learning. What I find interesting at this point is having watched the video with Jay telling his story. The key element for me was his amalgamation, realization, and convergence of his life's work history. I am at that point now where I am reviewing my experiences. And I am discovering, as Jay noted, that I have learned many things without fully realizing it at the times it was happening.
327. Yes, Shirley Clarke seems to have created a powerful brand name by continuing to be in front of people. Much of her marketing is the #1 Marketing Theory yet she does continue to differentiate herself with her team approach.

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- 328. Yes, analyzing many people's strategies and tactics all the time. Implementing as time allows. (<http://www.SecretsToTheirSuccess.com/>)
- 329. Yes, for my customers but I do not use them for my business
- 330. Yes, I obtain as much info as I can about my main competitors, to find out their main selling points. I try to match these if relevant.
- 331. Yes, in researching which new business to start, I've studied several competitive and comparable businesses to see how they structure their offers, products, price points, continuity programs. Etc
- 332. Yes, our competitors to identify their chess moves to best assess lack or best responses.
- 333. Yes...another English school that I worked at for a period of time.
- 334. You and Dan Kennedy. Direct response marketing.
- 335. Yours – Jay. I've learned more than I've applied to current business cuz I'm at maximum now
- 336. Yours and several others.

Question 17. What's the Most Revolutionary Marketing Strategy You've Ever Seen A Company Use?

Question 17. What's the most revolutionary marketing strategy you've ever seen a company use?

1. "Icy Hot" in Jay's tapes
2. 10 times guarantee on money made from a product
3. 100% better than no risk reversal – package that with a clear and concise ability to communicate value – man that is powerful
4. 100% no questions asked money-back guarantee
5. 1-800-54Giant...it was a local auto glass company that created a song and a fortune in the glass business
6. 2 deep and 3 deep which is an NLP strategy for being more specific (Virginia Satir, Meta Model) in order to develop a strong USP...
7. 20/20 Profiled a software company last year where the owner treated the employees exceptionally well. They had hot tubs, pool tables etc. on the premises... I thought, "If they treat their employees this well then they must really treat their customers like Gold!"
8. 24 hour 800 numbers, guarantee to buy your home, team system, direct mailing, billboard
9. 5pm.co.uk
10. A butcher shop painting their window white with slogan Bloody good meat, they had incredible results. When I sold Life insurance I told my clients that they needed a will, in case something happen, so they clean up their estate. I had lawyer who would right a the will at a minimal charge. When I came back with, they would require 2 witness. So they would go and get 2 different neighbors. These people would wills revised and I suddenly had 2 referrals who needed insurance. A constant built in referral system
11. A community of practice, for customers to meet and discuss their issues. Provides a market sensing tool, a relationship tool and a positioning tool. Plus it is a revenue and cash flow generator.
12. A company giving away pre packaged meals in a supermarket free to every single person who came through the door
13. A company in India completely revolutionized the detergent powder market in India by creating a whole new category of users and uses for detergent powder. Multinational giants like Unilever were caught completely by surprise by the time they realized , what was happening in their backyard and by that time this company had taken a huge market lead.
14. A few years ago I have witnessed how a man develop a completely new market for his services based simply on unabashed self promoting and advertising!
15. A guaranteed, no questions-asked refund system even for delivered, unused products.
16. A Hairdresser that gives acquaintances of existing customers their first perm free; and travels to their place to do it.
17. A jeweler had cards that were the size of a business card and folded in had like a tent card. On one side he had printed "hint, hint, hint" and on the inside he had printed – your wife (girlfriend) was in looking at (blank) and she would really like that for her birthday, anniversary, etc.
18. A lot of your marketing strategies but I also feel that sometimes the product is

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- being misrepresented by how it is advertised.
19. A restaurant doing business 100% on advanced booking
 20. A series of messages sent via email every two or three days to individuals who have requested the information. A well thought out web site that covers in great detail the product and the opportunity. Actual examples on how the products can be used. An intense effort on the part of management to visit with and instruct those interested through Nationwide meetings and daily Conference Calls.
 21. A star up software company 20 years ago sent their promotional package wrapped in newspaper print that tol a fictional story about the company. A lender once sent us their add on a block of wood.
 22. Adobe Systems. One of the first to give away software and focus on back-end selling of core competencies
 23. Affiliate Program – make people do marketing of your biz basically with no risk on your side.
 24. All seem to use same expensive methods.
 25. Although it happened years ago, Gillette gave away razors to build a massive market for blades.
 26. Amazon – internet to sell books
 27. Amazon.com and also Walmart because they had the smarts to market to the smaller towns first – then to the big cities
 28. Amazon.com is on top of the game.
 29. Amway MLM
 30. An energy drink here in Austria. It's called "Red Bull". The positioning "Red bull lends wings" broke all records here in Austria. They sold this product nearly like a drug.
 31. An e-newsletter that focuses more on NOT selling, and building a personal relationship. This is not earth-shattering, but it IS revolutionary, because marketing usually is too "in-your-face"
 32. Annual value of a customer.
 33. AOL having the strategy of being on every computer, enticing people with free and making lots of money on the backend.
 34. Apple – think differently
 35. Apple Computers focus on sales to home, schools and small business.
 36. Apple: rebellious. Sun: Java conquering the world.
 37. Arm And Hammer-They convinced you to buy their product and pour it down the drain.
 38. Asking them to give input on a new colour/new product and pick the next ... whatever.
 39. Associate marketing on the internet.
 40. At the time, it was Bryan Auer's selling of Icy Hot using PI's.
 41. At this point we are impressed with a postcard campaign and hope to imitate a bit and implement.
 42. Attaching \$100 bills to a D M Piece
 43. Authentically profiled marketing email lists utilized to send out different slightly different emails every two weeks in customized, selected industries or industry segments

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44. Banks locating their Branch Offices in Supermarkets.
45. Basic common sense
46. Be first in your category.
47. Before the time of divided responsibility for specifying and purchasing the most effective method was the bonding with users whose specifications by source were followed by purchasing without question
48. Being responsive to the customer
49. Biggest accountant firms
50. Bill Gates-licensing Windows vs letting a company buy it.
51. BizTravel.com (coincidental that they were in our industry) who guaranteed travel that they did not provide to the tune of money back if a flight is late, delayed, etc.
52. Blue Man Group – Having INTEL pay for their exposure
53. Blue Man Group – Having INTEL pay for their exposure
54. Branding strategy of Orange.
55. Build a big email list, nurture them, then make them awesome offers.
56. Build an R & D team
57. Business alliances.
58. Business and marketing strategy. Quadruple win - Win-Win-Win-Win for Enterprise, its Suppliers, and its Direct Customers who serve End Users. All sectors leveraging the Internet to intermediate. Quixtar.com
59. Bypassing the traditional distribution chain to get your product to market. Just selling from the factory direct to the end user.
60. Call me old fashioned but when you ask this question I can't help but think of Avis - "We're number two (proudly) - but we try harder!" - You gotta love it!
61. Can't name just one.
62. can't say – no one single 'best' strategy
63. Can't think of any
64. Can't think of any local examples of anything particularly revolutionary. The idea of providing good service in conjunction with a price that rarely gets undersold has helped some local businesses gain marketshare and then the lowest price concept eventually fades as the business relishes in healthy marketshare.
65. Can't think of one right now.
66. Cannot answer
67. Cannot answer, don't know
68. Can't say.
69. Car dealership in our town has very clear strategies to be successful. He has 17-18 dealerships and is still going.
70. Certainly the Golden Arches for a mere hamburger company has garnered world wide recognition. Who would have thought they would have served billions?
71. Clairol Herbal Essence- Shock factor, the orgasmic shower scenes
72. Clearly selling based on their identified benefits rather than features and providing the necessary training so that everyone in their company provided the same message.
73. Companies that use the internet effectively.

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74. Company giving away holidays
75. Complete focus on customer and customer only, Nordstorm
76. Consistent application of a strategy.
77. Contacting a competitor's lapsed prospects or customers.
78. Controlling a large database to respond dramatically by giving a away free cheao to produce and distribute marketing documents. Jay Abraham.
79. Coors Light
80. Core stories in PEQ programs.
81. Cutting out sales staff and passing benefits directly to customers and remunerated referrals
82. Daewoo when they first launched their cars in the UK
83. Dan Kennedy's Bobble Head Doll (seriously!)
84. Dell – be the leader in the business by breaking every rule that was set in stone up until that time
85. Dell computers packaging its offers and taking any good ideas and applying them (i.e Its palm computer).
86. Dell – Be everywhere, cause you don't know where your buyer is
87. Demanding referrals as a condition of business
88. Depends on the product or industry. I think the email strategies of online companies are very revolutionary (but becoming more commonplace). However, the nuts and bolts of the strategies keep changing, and I like to see companies push the envelope.
89. Developing a brand for themselves that makes them unforgettable in the public's eye.
90. Direct mail! We have tested several versions until we have arrived to the winner.
91. Disney and McDonalds reciprocal use of products / advertising tied into current movie releases
92. Does Tony count here? The way Tony Robbins is marketed globally is brilliant I think. I have worked on his support team here in Australia, and the way people give their time so willingly to promote and support the man is amazing to watch. (AND totally warranted – I am a huge fan.) The way he now leverages himself by utilizing other trainers and presenters, whilst maintaining his place at the pinnacle in something I admire.
93. Domino's 30 minutes or less or it's free
94. Dominos Pizza
95. Dominos Pizza. 30 minutes or free and market it everywhere
96. Don't think it's revolutionary – but what works the best is event based marketing designed to preemptively educate the market and then be there to fill the need.
97. Dr. Altonanac's Direct Response
98. E_bay – is using the simplest most obvious marketing strategy which has them firmly positioned as THE place where buyers and sellers come together. These people simply manage the portal and the buiyers and sellers manage each other – simple an beautiful.
99. EAS Sports Supplements and Muscle Media magazine founder Bill Phillips creating the "Body for Life" challenge.
100. Easy. Bill Bonner and what he does with agora publishing by tying in his free

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- daily email called the daily reckoning. He gives very valuable stuff away free, and then people become loyal and ultimately buy from his company.
101. Ebay, creating a product that appeals to wide range of consumers and enabling it to grow by a virus and astonishing success
 102. effective email communications and sales
 103. Eliminating small paper "proofs" and instead projecting family portraits into a frame mounted above a sofa. This way people see how their portraits would look "on the wall" and subconsciously are directed to buying much larger portraits.
 104. Emotional "non-ads"
 105. Excel model of front end customer acquisition bonuses
 106. Fascinated by the Icy Hot example on the tape but can't imagine us providing a free service (expect perhaps for charity with advertising)
 107. Fcuk. Advertisement.
 108. Fed Ex get it there overnight!
 109. Fed Ex USP
 110. Fed Ex's promise to get it there overnight no matter what
 111. Fed X: "When it absolutely, positively ...)
 112. Federal Express
 113. Federal Express was the most revolutionary marketing strategy I have ever seen. Federal Express exploded unto the business scene. This was accomplished through the careful selection of the company name which most people probably associated with having to do with the government or maybe some part of the government. Fed Ex's careful use of the company colors further promoted that image. The careful marketing of The performance guarantee ie. When it absolutely, positively has to be there became their famous slogan that helped propel the company to its phenomenal growth.
 114. FedEx
 115. Fedex's "when it absolutely, positively has to be there..." A close second was Domino's "it will be there in 30 minutes or it's free."
 116. For example Jay Abraham strategy to sell the mastermarketing course.
 117. Forced referral system
 118. Fram oil filter , pay me now or pay me later
 119. Free catalog entry into design software – somewhat forcing the manufacturer to endorsing the design software – led new company to world leader status inA 3 year period with 70% of global market
 120. Free products for a day
 121. Free! Free to the customer ie. where someone else finances or pays for the service, free report, free education, free consultation, free sample
 122. fresh baked cookies , personal phone calls to patients
 123. Friends and family MCI/AMWAY---Excel communications also
 124. Gee there are a lot but I have always been impressed with the one used by ABSOLUT Vodka.
 125. Give things for free during a trial period.
 126. Give to Get.
 127. Giving a product away free, banking on the repeat business to make it pay off.

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128. Giving away a core product at a loss in order to gain new customers, then make huge profits from their lifetime value.
129. Giving away free phone calls where some advertising appeared every 10 minutes. They didn't last
130. Giving away goods to introduce people
131. Giving away razors to sell blades.
132. Giving away services free to overcome customer hesitancy
133. Giving away services in exchange for data base information that was later sold at a outrageous profit.
134. Giving away turkeys to individuals who toured a property around Thanksgiving
135. giving customers the product on a trial basis - first to try it, get used to it and then buy it
136. Giving stuff away based on lifetime value of a customer
137. Giving the product away for free.
138. Giving things away free
139. Google; probably also amazon.com
140. Gorilla marketing
141. great question! I'd say Martha Stewart inventing herself as queen of the household, or anyone who makes their name a recognizable market asset.
142. Group Publishing - they make it uncommonly smooth (easy) to purchase, return, complain, they send BO's out next day air.
143. Guaranteed Results – No risk
144. Halbert's promotion of Tova-9 perfume at the Century Plaza hotel in L.A., where he gave away samples to all 5,000 women who showed up.
145. Happy, satisfied employees create satisfied clients.
146. Hardly anyone does that.
147. Harley Davidson- creating the goals of the companies from the bottom-up. Letting the staff formulate what the company should be about.
148. Have not really analyzed it much.
149. Have not seen any that is revolutionary or maybe i have but don't recognize it.
150. Haven't really studied this at great length
151. Haven't seen anything that has "blown my mind"
152. Haven't seen one yet.
153. Haven't seen one.
154. Having a full page ad written up by the top journalist in the top newspaper about the company
155. Having partners sell your services to their client base
156. Having the operating system software already loaded in every new computer produced for the last 20+ years.
157. Homing pigeons in a Beechcraft baron promo – if you want a test flight release the bird – if not eat it. 100% response, sold a lot of planes
158. Honestly, it is in politic. From marketing someone or a program, the strategy utilized are extremely effective and powerful.
159. Hooking up with the Special Olympics to promote their bureau.

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160. Hooters. Using sexy looking women to sell chicken wings.
161. Host Beneficiary
162. Host-beneficiary
163. Hot mail virul marketing
164. hotmail- growth thru free email that took on a "viral" aspect
165. Hotmail, getting every client to send a request for clients with every email. Sort of the ultimate referral program.
166. How Dominos pizza's USP helped them dominate their market.
167. HUGE risk reversal by Jay.
168. I am new to marketing, but I think that Jay's model for www.abraham.com is quite revolutionary.
169. I can't think of one other than Kirby vacuum cleaners salesperson dumping dirt into my clean carpet!
170. I did one myself several years ago: Combining a fashion companies products with a jazz ballet group to get cultural PR press coverage. We sold the show (with advertisements and press releases) to the retailers, who had to arrange for location, but could sell tickets and keep all the money. We did 25 shows nationwide with press coverage in every place, and the half year's campaign did not cos us a cent!
171. I don't have enough information on this. I've read about a number of situations in past Abraham newsletters – that got me inspired.
172. I don't know about revolutionary, but Nightingale/Conant has the strongest marketing strategy I've ever seen. They absolutely bury me with their mail. It's not unusual to receive 5 or more in a week. To me, their mailings are professional and appealing – I've spent a lot of money on their products. However, the marketing I receive from Jay Abraham is also extremely appealing. I've spent a lot more on Abraham materials and seminars. So I'd say Abraham and Nightingale/Conant are both outstanding.
173. I don't know if anything is revolutionary. Typically things appear to be forms of something done before.
174. I don't know if I have ever heard of anything more dynamic than what you do.
175. I don't know. Maybe using loss leaders to attract back end profit.
176. I feel these 0% financing for a X period of time were revolutionary.
177. I guess the use of celebrities.
178. I have not been paying attention to this question for a long enough time to have an adequate response.
179. I have not really seen anything truly revolutionary. Just takes on old methods that have been insightful and tweaked for newer technologies, etc.
180. I have only witnessed poor marketing.
181. I haven't seen anything revolutionary in my industry. I think the companies that are in a position to give their truly superior product away to prove its efficacy are revolutionizing their respective niches.
182. I know very little about any kind of marketing. Especially in my industry.
183. I learned a lot about risk reversal when I worked at Tony Robbins Association. We offered sales training with a "triple your investment in 90 days or your money back and you keep the binder, tapes and materials as our thanks for going for it." Most of our clients came on board because of the guarantee—buy only a handful ever

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- cashed in on it.
184. I like the IcyHot and Rare metals, cross selling examples. We have several products and services and many of our existing customers we have recently discovered do not buy more than one or two of them.
185. I like what Jay said about the icy hot strategy where the people who initially sold the product received 100% of the sale because the repeat business was so good.
186. I like your "Icy Hot" strategy. Almost zero customer acquisition costs, large "net present value" of repeat customers.
187. I love conference calls which are still almost unheard of in the UK and so very poor take up
188. I Love Microsofts and how they have effectively used the Solution partner channel.
189. I must say not much revolutionary happens around here.
190. I need your help with this (blank) I want to use as an ad
191. I personally Introduced a new product in the face of total Management protest and disagreement. It went on to become a Billion dollar business. (Yes, I did mean B.)
192. I think I will always love Tony Robbins Firewalk. It doesn't change lives as far as I can tell...BUT IT IS ONE AMAZING MARKETING MANEUVER! Free word-of-mouth. Free PR. Free Amazing Experience. Free repeat business with people who want to do it again or do a longer one!
193. I think that would have to be a story I read about a guy who owned a travel business. It was in the slumps and he used ingenious ideas to bring together the best deal for the Superbowl coming to his home town. He was able to rent an entire hotel, a fleet of buses and arrange meals for his guests all without spending a dime of his own money. He turned a bad planning mistake into a HUGE profitable venture in less than 3 months.
194. I think the risk-reversal strategy that Jay Abraham uses to sell seminars and publications is the most revolutionary marketing strategy I've ever seen. Others offer the right to return materials or withdraw from a program but his offer is the broadest I've seen. It's a very powerful way to neutralize the natural resistance to buying what are at least on some levels complex and intangible products. This risk-reversal strategy also works well in our business except that it can't be employed quite so freely. This is because risk-reversal here is based on consulting labor and not printed materials and / or group seminar attendance. Any financial person will tell you to be extra careful when you may be giving away labor. The risk reversal for the upcoming Strategy Setting Summit carries considerable risk because there are only 50 attendees but that still doesn't come close to matching the business risk of risk-reversal in consulting. I hope to develop a risk-reversal that fits this business as the result of re-doing (or more accurately creating de novo) the marketing strategy.
195. I think Tony's is the best this week.
196. I was reminded by your illustration of the dentist Paddy Lund of a commercial clothing company in Melbourne Australia, which specialized in business uniforms (for banks etc.) They closed their doors to the public, were available only by appointment, and all garments were measured and tailored (no off the hook clothing) . They designed complete wardrobes for their client companies, flew to the client anywhere in Australia for design and measuring, then back again for fittings and for final delivery. Service par excellence, highest quality garments from premium materials. By reducing their clientele numbers and offering exclusive and personal service with top quality garments they became virtually a

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- fashion house for commercial clothing.
- 197. I'm pretty impressed with Joe Vitale's Guaranteed Outcome Marketing. Really been thinking about how to implement that in my business (with low available cash limitations).
 - 198. I've never really looked
 - 199. I've never seen anything I would consider "revolutionary." Everyone seems to be doing the same thing.
 - 200. I've worked for over 20 companies. Have never seen any of them know what they were doing regarding marketing. But the best marketing strategy I've ever seen is Microsoft's "piggybacking" of their DOS system with IBM.
 - 201. Icy Hot
 - 202. Icy Hot story (Jay A) ...also the story Mark Allen tells in the One Minute Millionaire book
 - 203. I haven't seen, I hadn't thought that way
 - 204. IMedia Pro CD
 - 205. In a lot of ways watching Microsoft: for example give away web browser and adding internet features to its software to help it take more control of Internet. Also, its .Net strategy. Finally, Microsoft is one of the few companies that actually "gets" the value of its enthusiastic supporters (with and without an economic interest), and puts resources into supporting its word-of-mouth evangelizers.
 - 206. In my business, we've seen lots of companies give their services away free. Fortunately, most of these crazies have already crashed and burned; and the burned customers are realizing that you get what you pay for.
 - 207. In our industry, Command Performance was the first to use radio and TV to sell hair care, and was the first to focus on high visibility/high traffic locations as a strategic move. (However, they failed to execute at the store level and went away.) Direct sales of computers by Michael Dell changed that industry forever. Others have started out that way then lost their focus and have failed (CompuAdd and Gateway opened retail outlets that cost them a bundle....CompuAdd failed completely because of this, and Gateway is close to doing the same thing.) Nike has been very successful by creating an image of excellence. Various companies have gone from struggling to fantastically successful by using MLM distribution: Excel in long distance services, for example.
 - 208. In our type of business? none that I know of. we are the leaders... and amongst the most successful. but I know we are not anywhere near our potential.
 - 209. In selling art Thomas Kinkade tops the list
 - 210. In the field on MLM it is the current customer acquisition program that allows people not adept at sales to purchase people they can work with as a health coach
 - 211. in the very early 1990's, our business partner/ advisor succeeded in integrating Wendy Evan's fledgling "how to get business in 90 days and keep it forever" into an comprehensive systematized automated CRM process to grow a mature office equipment business by an average 25% (both revenue and profit) year on year for 10 years in a row
 - 212. Intel?
 - 213. Intensive advertising i.e. Frys
 - 214. Interactive questions
 - 215. Internet

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- 216. It is said that the guy who put rocks in the hula hoop make 7 times the money the original inventor made. So the most revolutionary marketing strategy to me is MAKE IT BETTER than anyone's else's in some way.
- 217. It seems that there is nothing new under the sun
- 218. It would be difficult to match many of the examples that Jay uses.
- 219. I've seen nothing that I would consider revolutionary
- 220. Jay Abraham and his continuous flow of mail and now email. Seeing the same piece come through again more than once or twice. It still makes you read it and go back to it again. Your ideas of simplicity and really looking at the profits to be made down the road if it is set up systematically.
- 221. Jay Abraham taught me the principles of using/accessing/building a LIST. The concepts explained by Jay Abraham in his ebook – Stealth Marketing – was quite revolutionary to me. I did realize that the symbiotic relationships (Host/Parasite) can be very profitable. However, some business do guard themselves against symbiotic relationships and entry is difficult.
- 222. Jay Abraham. Really and honestly. I did invest a lot in you. I know I should apply more and make it fit to my situations
- 223. JAY ABRAHAM'S
- 224. Jay Abraham's oops I forgot to send you something follow through programs.
- 225. Jay Abrahams: build massive credibility via long reports/sales letters; provide value for free (very thankful) ; constantly keeping in touch with the customers/prospects via email marketing; low costs; high profits; attraction marketing; no sales person ever calls, but the letters do their job;
- 226. Jay Process Marketing
- 227. Jay's 16 page ad in Entrepreneur Mag
- 228. Jay's client selling medicine for rheumatism.
- 229. Jay's relentless giveaways
- 230. Jay's Risk-Free Approach to Obtaining Business
- 231. Jay's Shaver strategy mentioned in the interview with Tony Robbins
- 232. Jays Email blitz for MMM Seminar!
- 233. jay's money back guarantee.
- 234. Jay's offers are always irresistible, because he bundles so much together.
- 235. JCB and the reinvention of the tractor
- 236. JetBlue's use of best dressed customer.
- 237. Jim Edwards' multimedia newsletter @ www.igottatellyou.com
- 238. Joint venture
- 239. Joint Venture
- 240. Joint venturing
- 241. Keeping in touch – really It's so radical. Most people, create a customer, and then let them drop. Seems a shame.
- 242. Ken Evoy
- 243. Land's End: Lifetime "send it back when you are not satisfied any more and get your money back" guarantee
- 244. Lee Iacocca with Chrysler in the early 80s -- completely changed what they though was possible

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- 245. Linking consumer goods with forwarding services
- 246. Linux- Open Source Code
- 247. Listening to your tapes and your use of re-wording the ad for the silver and gold company and the strategy used by the owner of Icy Hot regarding the pay for performance advertising.
- 248. Local realtor who uses outlandish advertisements through direct mail.
- 249. McDonald's – going after kids
- 250. McDonalds
- 251. McDonalds who managed to wipe out all their competition over a period of time
- 252. mail out flyers
- 253. Make all of their marketing materials profit centers instead of expenses.
- 254. Makes an open day, and a tour...
- 255. Massive use of referrals
- 256. McDonalds (2)
- 257. McDonalds Systems for upselling
- 258. Microsoft (3)
- 259. Microsoft agrees to reveal the source codes of Windows Operating Systems to several foreign governments, in order to get the orders and outmarket the other Open-Source Systems.
- 260. Microsoft giving away Internet Explorer.
- 261. Microsoft in promoting Internet Explorer, by bundling it with every other computer machine which has Windows installed in it.
- 262. Microsoft offering free software to get market share and then charging for upgrades once people had become dependent on it.
- 263. MicroSoft X-Box Bundle Strategy
- 264. Microsoft, the way they strong armed their way to dominance.
- 265. Microsoft. Giving away their Windows platform at the beginning as a sample to control their market share. I don't know all the details but I thought it was a great justification of sampling.
- 266. Microsoft: churning. Apple: Evangelism.
- 267. Microsoft's ability to lead the Country to a computer in nearly every household
- 268. Mine – guaranteed ROI measured six different ways
- 269. MOLSON BEER – REVERSE LABEL TECHNOLOGY
- 270. Most of the ones I seen have been from your material
- 271. MS with Gates turning a product into a service which he always owned, with the Computer manufacturers paying a fee each time the product was placed on a new computer and the supply of a Floppy or CD without a manual for hundreds of dollars a time. Then reinventing the thing and repeating the same process every couple of years for a further few hundred dollars
- 272. Muscle Media's/EAS body building challenge has changed the face of all body building products and how they are advertised.
- 273. Negotiation with the competition , buying the leads and selling the information they sell Organizing of joint ventures—kick arse!!
- 274. Netscape – giving away their browser for free

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- 275. Netscape giving away its web browser software (but look what happened to them eventually)
- 276. Network Marketing
- 277. Never seen a good one in our field
- 278. Niche-crafting
- 279. Nighingale conant's use of risk reversal
- 280. NLP in copy??? Strategy- repetitive contact
- 281. No set charge for a product or service – pay what you think it's worth.
- 282. none in this business – conference attendance is the most visible
- 283. Nordstrom, their return policy is fantastic in comparison to similar stores.
- 284. Not one that I have seen personally, but one that I have heard of is where a doctor puts on a health fair, he invites non-competing other health specialists to participate and charges them, then he takes it into large companies and charges them for it, and yet when he goes it generates new clients for him.
- 285. Not paid attention and don't know
- 286. Not quite sure – but offering three different service levels keeps choices to one vendor
- 287. Not really a company but there have been quite a few notable marketing stories that have been interesting to note. Examples include; the success of the book "Conversations with Millionaires" (an Amazon.com no. 1 seller with no marketing budget), the market success of the film The Blair Witch Project,
- 288. Not really seen one implemented only heard the rumors
- 289. Not so much a strategy as a company: Microsoft. We tend to view MS more as a marketing company than a software company. I've noticed that everybody seems to copy how they market. I've found everything from shoes to telephones to clothes marketed in such a way that you'd swear it was done by MS—style of ads, fonts used in visual materials, music, etc.
- 290. Not sure how to answer this...
- 291. Not sure whether it's revolutionary, but Joint ventures and concentric circles,& risk reversal,
- 292. Not too familiar with others
- 293. nothing
- 294. Nothing has impressed me as revolutionary in our industry.
- 295. Nothing in my industry
- 296. Nothing leaps to my mind—it's all pretty bland
- 297. Nothing seems "revolutionary" – all are twists on the same themes. Internet marketing is becoming more revolutionary with technology advancements, but the results are still not that predictable.
- 298. Nothing that sticks out as revolutionary. Mostly because of my own lack of marketing expertise not because there are no good examples out there.
- 299. Of course the "ICY HOT" story is great. I don't know of any way that type idea can apply to us though.
- 300. Offering a product that other companies give away as a spiff to their customers for doing business with them. The product had a high perceived value (it was software helped them calculate the result of their retirement savings). Stock brokers offered this software for free to their best clients. My friend sold the

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- software to the brokers at a great price on a per unit basis and made a killing financially.
- 301. One of our clients captures mortgage and insurance leads and forwards them on to their clientele while capturing some of them for themselves. They have implemented a very complex but powerful weighting formula that determines how the leads get distributed. However, I doubt this is revolutionary. :)
 - 302. Online greeting cards using viral marketing to build their business. Anytime someone used their services, they got the information on the other party as a natural result of doing the business.
 - 303. Our own company ingathered all slow moving stock in central warehouses – identified product by category – realistically priced the product and offered them as a one time only sale to all our existing customers –who then over purchased from us and had no scope to purchase from our competitors.
 - 304. Our own company, recruit three and your membership is free.
 - 305. Our using audio tape with top realtors comments
 - 306. Ours
 - 307. Ours - complete risk reversal - no pay until you get results
 - 308. Ours! Pay-by-results sales coaching. You pay for your sales coaching when the coaching has made a difference to your baseline.
 - 309. Packaging services – a company delivering wild well control services teaming with an insurance company to manage the entire well control effort and rebuilding of the well to the same status as when the accident occurred. We should be able to grab this market as Boots & Coots cash flow and stock price continues to fall.
 - 310. Paddi Lunds total strategy...referral only
 - 311. Paddy Lund among others!
 - 312. Parasite relationships
 - 313. Parties
 - 314. Partnering or joint venturing
 - 315. Pati Lund
 - 316. Pay for results in advertising.
 - 317. Pay just for results
 - 318. Pay me for it when you absolutely know it is for you—No questions asked.
 - 319. Pay the clients to attend their training
 - 320. Pay what you think the service is worth
 - 321. Permission marketing of Open Source products & services
 - 322. Powerful guarantees
 - 323. PR releases daily about the owner, officers about every little thing they do and magnify to impress (works!) prospective customers.
 - 324. Presenting a surprise gift to a customer in the making
 - 325. Pricing out of the normal manner in which their typical industry prices
 - 326. Probably Jay's coin client, mostly because of the phenomenal result
 - 327. Probably reconfirming who they are and what they stand for and taking people back to that in their advertising
 - 328. Probably the most revolutionary marketing strategy used by a company was for the company to set up a viral marketing program which grew way beyond the

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- company's marketing efforts.
- 329. Probably the various online viral marketing campaigns Tony Seruga has implemented.
 - 330. Probably viral marketing
 - 331. Probably, the story of Fed Ex.
 - 332. Probably a local furniture store owner that has a USP on price and same day delivery.
 - 333. Progressive information about their product
 - 334. Radio Shack commercials where they make fun of taking down the customers name and address
 - 335. Read in a tape of Tony Robbins and Jay Abraham how Jay Abraham have radio and maybe even television agree in selling Icy Hot and keeping the profits of the first sale. Jay Abraham would get all the repeat sales and back end. Company exploded with virtually no advertising budget.
 - 336. Really using and self actualizing their data base to make it their most valuable asset.
 - 337. Really what Bill Gates did with IBM i.e. negotiating with them to sell the MS Dos operating system with their PC's this building of a critical mass must have been the foundation to his wealth today. Once a standard has achieved critical mass, its value to everyone multiplies exponentially.
 - 338. Rebates and frequent buyer programs
 - 339. referral marketing
 - 340. Referrals (3)
 - 341. Revolutionary? I don't know, but audacious would have to be encouraging the customers to tear out the competitors yellow page ad and bring in as a coupon.
 - 342. Richard Branson with his Virgin company
 - 343. Risk Reversal (9)
 - 344. Risk Reversal combined with creating an eager want by the client.
 - 345. Risk reversal with a better than money back guarantee where the prospect benefits from the exchange even if they decide not to buy now. I think I came across this approach through you Jay. It's what got me to review and then purchase my first program from you.
 - 346. Risk Reversal with the option of walking away with valuable goods and services, after receiving the money back.
 - 347. Risk Reversal, I think it converts more sales than any other concept.
 - 348. Sales a cheap product and when we are in the site, implement high pricing
 - 349. Santa Claus in "The Miracle on 34th Street" referring clients to his competitor
 - 350. Satisfied Customer Referral Programs where the customers are on an incentive program to send new customers to the company.
 - 351. Saturn's no haggle pricing policy
 - 352. See my answer to question 34.
 - 353. Self-funding promotions
 - 354. Self-funding promotions
 - 355. SELL WITH ZERO PRICE
 - 356. Selling leads they have generated that DO NOT work!

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- 357. Selling shoes through catalogs.
- 358. Sending out \$1,000,000 bills
- 359. Seth Godin's Idea Virus distribution of his book
- 360. Shampoo directions to wash, rinse and repeat.
- 361. So far, I like the barter examples from your book (chapter 17), and the over-delivering that you and others do.
- 362. Some Microsoft and intel strategies. Various things read about in business journals and books.
- 363. Some of the TV ads during the super bowl games. To get the audience's attention with a very expensive 30 sec ad campaign with a view of motivating them to action I believe is pretty neat. Also some of the neat Internet advertising links, which take the surfer from page to page, are really cool. The pop-up ads though annoying can sometimes be very effective too!!
- 364. Sounds pathetic but attaching a teabag to a letter
- 365. Starbucks & Borders Partnership
- 366. Straight talking truth
- 367. Starting a fad or story that is fed to the media who spreads it like a brush fire. Feeding a story or potential fad, to the media to pick up and letting them spread it like wildfire.
- 368. Still exploratory stage by using MLM concept to give incentives to members to recommend others to join the membership under the member referral program
- 369. Still looking
- 370. Strategic alliances that generate huge streams of direct referrals by aligning one companies needs with those of another. making the problem of one company be solved by the solution that the other company already delivers.
- 371. Strategy based on lifetime customer value
- 372. Strategy of preeminence and risk reversal
- 373. Super bowl ads
- 374. Supply the products and services for free up front and take a percentage of sales or a per unit sold approach to be compensated.
- 375. Target teenagers with discretionary income
- 376. Teaching people to buy term and invest the difference.
- 377. Technology Roadshows.
- 378. Television infomercials
- 379. That is guerrilla strategy.
- 380. That's a tough one
- 381. The "Icy Hot" one of jay's was slick.
- 382. The Aeron Chair by Herman Miller
- 383. The Aussie dentist who closed his doors to the public
- 384. THE BANK'S USE OF "EBITDA" (or whatever that was)
- 385. The biggest revelation to me is all two step selling
- 386. The Dentist case of the referral only strategy.
- 387. The examples I've read from you recently are the most revolutionary I can think of.

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- 388. The Icy Hot example of giving all the profits for the first sale to the radio station in exchange for the names.
- 389. The launch of Red Bull in the UK no distribution to nationwide distribution & massive sales within 6 months. Admittedly this was achieved using a massive marketing budget.
- 390. The more I observe our strategy and compare it to others' the more revolutionary I think ours is.
- 391. The most revolutionary I've heard of comes straight from some of the case studies in Jay's work. Nationally, the approach of giving away music beds for rap and hip hop DJ's by Dr. Dre was pure genius, personally I mostly seen the mundane, average approach. In the 80's when I was selling Sanrio, they packaged a store-within-a-store sell in approach, which included free displays, which was wildly successful and boldly introduced the miss Miss Kitty license into the U.S., staking out chunks of real estate in retail shops. Many more stories.
- 392. The most revolutionary marketing strategy is that challenged customers not to pay a subscription for a certain period before they are satisfied or feel its benefit, and they could keep the additional presents as well if they decided not continue.
- 393. The most revolutionary strategies I have checked out so far have been on the internet. I can not believe the money people are making on the net and what they are doing it with.
- 394. The multi-level companies do a incredible job of marketing via referral
- 395. The one that I set up. My son has a criminal defense law practice. I had people go to the jails pick up the names of people that had been arrested. I then created a letter, which we mailed to the client to let them know what their right was. No one had ever done that before. We were able to eliminate \$150,000.00 per year cost on yellow pages. The result were staggering. IN MY SPARE TIME I RUN MY SON'S LAW OFFICE.
- 396. The pop-up cutout add that TrasAmerica did in Time magazine
- 397. The Referral only program used by the Dentist in Australia
- 398. The Revival of Icy-Hot that Jay loves to tell about.
- 399. The way Amazon.com was able to get word of mouth to help them grow.
- 400. Thomas Leonard: Coach University – philosophy of Capillary Marketing (a similar to forced multiplier) – got the members of this “virtually community” involved in designing and creating the material. Brilliant.
- 401. Through Jay's correspondence I learned about setting the buying criteria and have since seen this used in marketing material I have received. I love this tactic.
- 402. To be honest, I don't think I've ever seen a lawyer use a marketing approach that I would call “revolutionary”. Lawyers in my market tend all to do the same thing – brochures, seminars, and a few tv, radio or billboard ads that everyone seems to hate and make fun of.
- 403. To bypass the purchasing people and get their boss to select them for all their office supplies. The current vendor could never do this because he would risk the client getting mad at him for going over his head and yank the business. The new vendor isn't risking anything and if the boss buys it, he's in. the old vendor gets cut out through no fault of his own.
- 404. To do some services a well below market fees to get into the clients plant to look for other areas where I can provide services that have a higher margin.
- 405. to get the best bizarre piece of art -- thereby getting a great write-up in every major paper in the area

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- 406. To tough a question but Abraham Publishing has got a pretty good grip on things. Paddy Lund and Southwest are incredible, Microsoft I believe fell into something they expanded on.
- 407. To-date, in our geographic and business market, I would say that Siemens has the premier (not necessarily revolutionary) marketing strategy which focuses on superior quality of all products branded with Siemens. They have an extremely strong brand name in Asia, where the customer has a strong fixation on brand name recognition and linking a brand name to a perception and image – in Siemens case, the perception is high quality. Given the huge diversity of Siemens products – both consumer and industrial oriented, the customer both knows and respects the Siemens brand name, thus giving them the instant leg-up on the competition from the very start. The customer feels it is the “safe” choice to make.
- 408. Tom Peters
- 409. Tony Robbins – use of all of Jay's strategies successfully
- 410. Tony Robbins Company.
- 411. Too influenced by what other's have claimed to be revolutionary to be objective here (i.e. Dominoes Pizza)
- 412. Too many to list
- 413. Total risk reversal, paying you to try the service
- 414. Try it free for three months
- 415. Try to “push” a prospect away – let him justify to me why he wants to buy. When he comes back, he's probably a good prospect (is that what you mean by this question?)
- 416. Trying to sell 1 million books in 1 hour (Robert Allen) – set up a national PR event on TV and loaded the pump with orders that his staff put into internet during hour.
- 417. TV ad
- 418. TV commercials for marketing beer using the iguana's.
- 419. Tylenol
- 420. United Parcel Service & Microsoft
- 421. Use contests to get customer demographic information and get them to refer their friends to the contest site by submitting the email addresses of their friends and family.
- 422. Use temporary tattoos on people's forehead
- 423. Using software to analyze a clients tax returns to show how bigger houses actually increase cash flow
- 424. Using telemarketing to sign serve commercial clients in distant geographies, e.g., Houston telemarketer signed Miami client who deposits at Long Island vault.
- 425. Various methods of risk reversal
- 426. Viral guerilla marketing .
- 427. Viral marketing
- 428. Viral marketing
- 429. Viral marketing during the Internet growth years.
- 430. Viral marketing.
- 431. VISA – Equitable distribution as incentive- to compete and cooperate in the marketplace at the same time

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- 432. WalMart – High Volume – Low Margins
- 433. Walmart's idea (worth mention) of integrating public relations, employee goodwill, community, and keeping the prices down through using their own employees in their circulars comes to mind, but it's far from being revolutionary. I'd have to say one of the best would have to be Ken Evoy with Site Sell, he's got several pillars to support his business plus he just plain knows marketing..
- 434. Wal-Mart's strategy of opening businesses where other competitors do not see enough revenue to warrant a serious investment is the best strategy that comes to mind.
- 435. We did an event with various other companies in the area
- 436. We think Dr Paddy Lund is pretty impressive. His philosophy of perfecting non—essential aspects of your business which are visible to the customer as a way of demonstrating the high standards you're implementing in the core aspects of your business is a compelling one to us. His rage of 50 different types of tea and silver service, his imported coffee machine, his no-pain guarantee, his shift to appointment only relying 100% on referral and making referral a condition of being a patient are radical ideas, we think.
- 437. We told clients we were capable of larger jobs but that we were p[articularly good at the smaller and medium sized hjobs in order to differentiate us from our major competitor. This worked well for us.
- 438. Well, I think the IcyHot strategy was pretty impressive: To combine PI advertising for a consumer product that is continually reordered (perpetual back-end), with cross-selling other products/services to the satisfied customer.
- 439. Well, Seth Godin has just sent out his new Purple Cow book packaged in a Purple Cow milk carton – that was pretty impressive to me. It was hard to overlook that package upon its arrival.
- 440. What comes to mind is the “cockroach” campaign used by AOL a few years ago whereby they mailed millions of CDs offering hundreds of free hours to get people to try AOL, based on the lifetime value of a customer strategy taught by Jay.
- 441. What was once revolutionary quickly became commonplace so that we seldom really notice the underlying strategy. Current example: saturation marketing via Internet spam.
- 442. Whatever the Harry Potter folks did. They didn't advertise, but the books became best sellers. The first two aren't even well-written. They clearly know how to market, but I have no idea what they did.
- 443. Without question it is the strategy Jay uses on us.
- 444. Word of mouth
- 445. Workshops based on the questions what would happen if the company goes bankrupt in 12 months from now? In 6 months , in 4 weeks? We call the topdown questionmark strategy here in Germany.
- 446. Y2 Marketing's CD-ROM really caught my eye when it was introduced to us.
- 447. Year-long 'money-back' guarantees.
- 448. You can be my client ONLY if you are referred.
- 449. You with your risk reversal and payment plan.
- 450. Your “Icy Hot” promotion among others.
- 451. —Your example of icy hots or something like that where you gave the sales price in return for their advertising the product.
- 452. Your Icy Hot example stands out

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- 453. Your risk reversal techniques
- 454. Yours
- 455. Yours
- 456. Yours are remarkable, giving things away for free, I do that and it works great
- 457. Yours Jay, you do not go for the jugular directly. You tease us with the thought of losing the millions of dollars income your \$5000+ package can bring us. The way you go about it is so disarming, and yet lethal it has me in awe. I have always been told to go for the jugular, and this is new to me.
- 458. Yours. It's disarmingly profound with its educational and emotional appeals with solid ethics.
- 459. Yours...giving tremendous value in advance of purchase

Question 18. Do You Regularly Plan Your Marketing Strategy and Execution or is it Just Reactive on Your Part?

Question 18. Do you regularly plan your marketing strategy and execution or is it just reactive on your part.

Total: Yes 275, No 428

Additional comments:

1. A combination of both.
2. After reading all my answers I guess I have to say! ...not enough
3. Although in the past I haven't been very analytical at all, this is rather new to me...
4. Annual written business plan.
5. Annually. I never do anything that is reactive.
6. Another two-part question. And the answers are: 1) We don't "regularly plan" our strategy, because the strategy is long-term and large-scale; we don't find that it needs much finessing; but our EXECUTION and TACTICS *are* often rather "reactive" . . . as I believe they ought to be!
7. Both – we do try and plan, but some execution is quite reactive
8. But becomes mainly reactive.
9. But hey never seem to have the desired results. Maybe lack the resources and confidence to do bigger tests.
10. But not as systematically as we might
11. But starting to work on it
12. Continuously look at the market and see how the competitors are approaching the market and decide how to compete with them .
13. Don't plan regularly.
14. Execute regularly base on market situation.
15. Far too reactive, trying different ideas, wondering whether "this" will work. Short term.
16. For me the strategy making is a highly creative process where the principles like the ones in Growing a Business of Paul Hawken plus the methods by Jay Abraham interplay beautifully
17. Getting better at planning and being less "reactive"
18. Hit and miss planning.
19. How does one answer a two part question with only one answer??? Like asking if I have stopping beating my wife.
20. I am typically in a re-active mode, implementing the strategy and tactics of my company.
21. I do regularly plan my strategy.
22. I do replan and do more as I learn more. It is quite a bit reactive – Still learning the ropes.
23. I don't change my marketing strategy on a regular basis.
24. I have taken years to get comfortable with my strategy which you have helped beyond description

Question 18. Do You Regularly Plan Your Marketing Strategy and Execution or is it Just Reactive on Your Part?

25. I make my own decision
26. I plan and react at the same time. Mostly planning.
27. I plan it in advance. However, it is not being done nearly as well as what you are teaching in your Strategic Marketing Seminar.
28. I plan on doing this once I get going.
29. I probably do it more by feel. When I sense a change in the market. I do formally review the marketing in November-December, re-adjust in February (that is when IBM make announcements that can affect my market), and again in June – July, and anytime IBM makes an announcements – it affects the installed users
30. I regularly plan it.
31. I regularly plan marketing and think of how each of these moves will integrate to the mission statement.
32. I try to with the means we have to have it structured, though it is reactive on the market too.
33. I'm in the process of doing so.
34. I've been trying to regularly plan
35. If I'm honest, it's more reactive than proactive
36. Irregular, sparse planning
37. It has a basic premise but we are reactive to our stats at times.
38. It has tended, under current management, to be reactive rather than pro-active and carefully planned
39. It is a little of both.
40. It is mostly reactive by looking at what isn't working and seeing how it can be corrected or enhanced.
41. It is time-guided, whenever I get some extra time I review my strategy.
42. It's actually a little of both – I plan a strategy and begin implementing – then I measure results and make changes as necessary
43. It's planned.
44. It's still under development
45. It's been very reactive until recently after I started reading and listening to your concepts.
46. It's being implemented, but slower than I would like.
47. Just reactive – when things get slow, I do some marketing.
48. Just starting to do that.
49. More reactive at this point.
50. Neither. It is inventive on our part. We keep trying things as we think of them or copy them.
51. Not as regular as I would like.
52. Not as well as I would like.
53. Not very regularly, mostly triggered by new ideas from books.
54. Not yet. This is now changing.
55. Occasionally planned, mostly reactive.
56. Plan your work, work your plan
57. Plan, what going to do, what I expect, and why.

Question 18. Do You Regularly Plan Your Marketing Strategy and Execution or is it Just Reactive on Your Part?

58. Planned Somewhat
59. Regularly
60. Regularly plan
61. Regularly plan/review in different timeframes at different levels and project manage the implementation
62. Right now, it's pretty reactive, but I'm gradually implementing a shift in strategy to be much more proactive.
63. Sometimes we plan for various times of the year, such as year-end awards for top people of the year.
64. Strategy is planned, tactics tend to be more reactive.
65. the tactics can be more reactive, less planned
66. There is some planning related to the marketing strategy, but it is currently more reactive than planned. We are in the midst of a very intense strategic planning effort focused on the China market (thus your assessments, questionnaires, and "free" documents are all of extreme value).
67. this is the 1st yr I have a strategy
68. This is the way it has been. I'm working each day on changing that.
69. Though I have just embarked on talking the time with this part of the company.
70. Totally depending upon market and sales, marketing is only done on "slow" season
71. Try to plan but we will also react.
72. Try to see the big picture and discover the company's true value to the clients
73. until recently
74. Up until now I have been a reactive marketer. I have reacted to market conditions and competitors. Occasionally I have been creative and produced a strategy, which has always been successful, even when I have had to modify parts of it. But then I have forgotten the success and gone back to being a reactive marketer.
75. Usually reactive but often revise informational materials and the list of potential referrers visited
76. Very reactive and time constrained
77. We create a marketing calendar at the beginning of each year during our Team Goal Setting meeting in January. This helps us to avoid getting overburdened by getting too many things going at once which routinely ended up with nothing getting done.
78. We do have a formal document in place what we are weak on is reviewing and updating it, it is in danger of gathering dust.
79. We do plan, however, I can't say we plan it well or execute them to perfection. We do get positive results, however, I know we could get better ones if we had better expertise or I spent more time researching better methods.
80. We have weekly tactical meeting with key staff and regular strategic meetings at least monthly.
81. WE MUST DESIGN THAT IN.
82. We need to do better here.
83. We plan as well as react to what the marketplace tells us.
84. We plan it but it's often still reactive.

Question 18. Do You Regularly Plan Your Marketing Strategy and Execution or is it Just Reactive on Your Part?

- 85. We plan it; however, we have allocated little energy to it over the past 6 months
- 86. we plan the booth spaces at the events, and evaluate which events to do that is the only planning we do.
- 87. We review & upgrade goals & strategies multiple times per week
- 88. We try to review the strategy every month or two, but this is not a formal meeting with a set structure or recurring date.
- 89. We're currently attempting to stick to a planned attack, up to this point, it's been reactive, and as time permits.
- 90. We've got it continually under review. We're locked into a way of thinking, rather than anything else, and we're always looking for better ways to implement the philosophy of expressing excellence.
- 91. Will be planning it
- 92. Will be working on an effective marketing strategy consciously rather than being reactive.
- 93. Working on the strategy but aware that we are succumbing to reactive tactics
- 94. Yearly
- 95. You already know the answer to this one by now! Enough salt in the wound Jay, please!
- 96. you are asking questions where a yes is appropriate for one part, and a no is appropriate for the other ... which is confusing is it just reactive on your part ... yes
- 97. You must plan in order to stay and keep your focus. This is your bible.

Question 19. What Mindset Defines How Your Business Currently Markets and Competes?

Question 19. What mindset defines how your business currently markets and competes?

1. ? (2)
2. 30 year old ideas
3. A business mindset! This a business for life. Not a job. It is to create high income and have low cost implementation. Differentiation of business through USP of Pay – by – results payment terms.
4. A commitment to capitalize on our ability to add value to relationships that others in the relocation industry already have with their clients.
5. A continual effort to recruit men and women that have the qualities that we have identified for them to be successful. An effort to improve training and the development of a program that those identified can successfully follow.
6. A desire to be the best with significant service to creating CUSTOMER SATISFACTION
7. A global mindset
8. a lazy one – its primarily based on my reputation of superb results
9. A lot depends on convincing the manufacturers I represent to agree to market a certain way
10. A mindset of how to get the maximum return on every thing a business does and any funds it invests in its marketing or advertising.
11. A mindset of keeping in touch with the “one who brought you to the dance”. Remembering clients’ birthdays, sending out anniversary letters to past clients, etc.
12. A mindset of offering the best services possible and to strive to improve based on client feedback.
13. A mindset of treating others as I would like to be treated.
14. A numbers game, make calls, make presentations, close calls, make a sale
15. A sincere desire to create the best for my clients.
16. A softly approach whereby the client is gently wooed over time by exposure to the quality of the products that we make and the level of service that we provide.
17. A tendency to do what we have done in the past, with little creative innovation
18. A very positive one!!!!!!! I feel that I have a platform to offer people that will allow them to leverage their talents and abilities and create predictable, long term, sustainable income that is the best in the world
19. A wing and a prayer.... The best thing I can offer people is personal interest & enthusiasiam in helping them succeed
20. Ad- hoc
21. Adding value by sharing investment secrets of the rich with those willing to listen
22. Adding value to clients
23. Advertises for patients and asks current patients to refer individuals
24. Affordability
25. Again, I have to say we are not marketing yet. But our thinking is that we will be creative and pro-active. We plan to create a strategy from the ground up, rather than copy what others are doing. We have been studying Jay’s marketing

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- manuals and are germinating some ideas that Jay has used in the past. We expect these, some at least, will be embodied in our marketing strategy.
26. Against all odds we will prevail
 27. Aggressive
 28. Aggressive
 29. Aggressive, results-oriented
 30. Aggressive.
 31. Aggressively and consistently do what works best
 32. Ala Mr. Rogers...wouldn't you like to be my friend? lol
 33. All within my imagination.
 34. Always, always, always give great service and put the customer first.
 35. Am only beginning to consider this point and its applications and ramifications.
 36. Among the other, better-established companies doing this sort of thing, there seems to be the mindset that books don't sell ... that licensing data to big media outlets is the way to go. It strikes me as fairly one-dimensional.
 37. An abundance mind-set.
 38. An unknown in the marketplace, working to become known and desired
 39. As a small company in an industry with a long sales cycle (2 – 5 years), our belief has always been (according to long-timers) that the best way to get business is to introduce ourselves to as many prospects as possible, and 'keep planting seeds' which will eventually grow into clients.
 40. As I mentioned already: leading a totally HONEST business.
 41. As this is a start-up company within a market that isn't really catered towards, I am finding that after initial business planning, the majority of lead generation is done on an ad-hoc basis – FLEXIBILITY.
 42. ASSESSING COMPETITION. RUN BETWEEN THE LEGS OF THE BIG COS.
 43. At present, none at all. I am working to get myself back into a position to work with my company again.
 44. At the moment I would have to say Survival is our mindset due to attrition and changes in the health care landscape that we have no control over and had not planned for.
 45. Attract w/web presence that allows us to "play bigger than we are" and then close sale with highly skilled salespeople.
 46. Attraction vs. chasing FOCUS – pick one niche that is underserved and be ONLY that and speak ONLY to those people. USP.
 47. Basically, if someone gives you referrals (which they usually do), take action on getting them into the appointment pipeline.
 48. BE DIFFERENT
 49. Be different from the rest
 50. Be first to expose innovative technologies to the marketplace.
 51. Be helpful and mindful of what my clients are trying to achieve.
 52. Be the Leader
 53. Becoming the default for semantic browsing.
 54. being of service, making a difference in the quality of my customers' lives
 55. Being tired of low rate of returns and being a me to business and wanting to

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- differentiate ourselves entirely from the competition. Create a new playing field that is not like the rest.
56. Belief that clients treated well will return and also refer others.
 57. Best offer for my clients
 58. Better – cheaper
 59. Bigger is better. We have the largest fleet of food vans in the country
 60. Building community, setting standards, long term consolidation
 61. Building impeccable credibility and reputation, superior technical knowledge
 62. Business anything but usual
 63. Business anything but usual
 64. Busy or not busy
 65. Busyness and income
 66. By giving superior services we do not have to compete on prices
 67. By word of mouth and referral.
 68. Catch as catch can
 69. Cautious optimism
 70. Certainty in high quality of provided service
 71. Chase the numbers
 72. Choas
 73. Client centered
 74. Client focused bringing new products, seminars/training, and sales flyers
 75. Close to the client
 76. Company is just in the formative stages. Everything is based upon research and analysis of what is presently in the marketplace.
 77. Comparing seasonal and regional sales figures with previous years.
 78. Compete on price or niche or full service (esp. the big firms)
 79. Competitors currently use a medium of discount coupons/sales ads to bring people to their store. We will be building a competitive marketing strategy by combining direct marketing efforts, press releases and hopefully using Jay's new techniques to drive traffic to the store and ensure that we do all we can to have repeat business from our customers. Will work on our customers mindset to completely provide them with an unparalleled service and product, combined with a unique shopping experience and in turn conjure repeat business for rapid growth and big profit payoff.
 80. Complete faith in our clients to help themselves and thus help us
 81. Completely reactive
 82. constant focus on marketing
 83. Constant promotion of our services to new clients and constantly promoting other services to existing clients.
 84. Constant testing and improving
 85. Consulting—identifying target companies I would like to do business with and identifying centers of influence who has the ability to refer me to these companies. Other revenue streams—too new to have a track record.
 86. Coping

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- 87. Cost
- 88. Create unique quality products and market thru a network of like minded businesses
- 89. creating an aurora, a buzz, a felling of sacristy about me my time my availability
- 90. Creating trust with our customers and would be customers: a no bullshit approach
- 91. Currently defensive and putting out fires due to too much control from stakeholders. need to change to more daring
- 92. Currently marketing is disorganized. Driven by a 'try-it' mind-set. Trying to apply principals learned about effective marketing. My learning & application is very frustrating at times.
- 93. Currently markets using e-mail and WEB sites and competes with skills vs cost.
- 94. Currently, meet prospects face to face, establish an initial relationship, follow up with an invitation to a free seminar- make a deal at the seminar that is too good to say NO with Risk Reversal and a Bump to a larger package. Follow up and convert a % of these to fulltime 12 months consulting clients. Grow by referral from that point on.
- 95. Customer acquisition.
- 96. Customer lead.
- 97. Customer orientation no matter of what the economy does
- 98. Customer service
- 99. Customer-focused; strategic but maybe 'not strategic enough'
- 100. Day to day
- 101. Day to day
- 102. Depending on capabilities and willingness of subcontractors
- 103. Determination
- 104. Determination to succeed
- 105. Determined
- 106. Develop market share with location, service and price.
- 107. Developing
- 108. Developing a niche, and trying to create a "Tidalwave"
- 109. Diligence, perseverance, honesty, integrity
- 110. Do the best job we know how, and send out annual mailings. Request referrals.
- 111. Do what is easy
- 112. Do what the competition isn't , can't or won't
- 113. Do what we can to get new business. hit or miss.
- 114. Do whatever it takes it get the business as long as you can maintain margins
- 115. Dominance
- 116. Don't know
- 117. Don't know
- 118. Don't really understand this question
- 119. Don't know
- 120. Don't understand - sorry.
- 121. Don't understand the question.

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- 122. Dreamlike
- 123. Each business interest different. Generally I find resistance in the mindsets of co-workers and business owners.
- 124. Earn a profit.
- 125. Education of the customer
- 126. Eliminating competition, we have a full service, well rounded business, increasing value of life time customers
- 127. Encourage the development of leadership & teaching our team ways to contact potential partners & to do demos to show benefits of our products
- 128. Enhancing value for the highest good
- 129. Erratic
- 130. Every customer has it's value. Database marketing is a great tool.
- 131. Every marketing attempt has to be measurable and the results have to outperform the spending. Breaking even is ok because of our huge retention rate of returning customers.
- 132. Every problem is an opportunity to make money. To see the opportunity means vision. To pick up one that make big money means strategy. To make that money means management.
- 133. Faith
- 134. Few referrals.
- 135. FFEF is the best – and essentially the only – provider of family-based gardening knowledge and instruction that works on any soil, and in any climate, to produce highly successful gardens every time.
- 136. Find customers ready to buy our services, and then do the work so we can eat.
- 137. Finding opportunities and look for ways to make inroads
- 138. Focus but narrow.
- 139. Focus on products and services in my niche that are profitable and also provide benefits to my customers.
- 140. Focus on what clients want
- 141. Focus. Focus. Focus. – on retention, satisfaction, maximizing revenues, getting referrals.
- 142. Focused and direct
- 143. Follower
- 144. Fortune favours the bold
- 145. Friendly service, fair deals
- 146. Frustration
- 147. Frustration
- 148. Gain market share from competition in a shrinking market
- 149. Gentlemanly competition and no predatory price cutting, but some price matching
- 150. Get it done
- 151. Get more sales!
- 152. Get on the phone and make calls to as many people as you possibly can. Your bound to find someone who will be interested in using a financial advisor.
- 153. Getting the most for each minute of my time and effort. I had a heart attack, and

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- that has made life very precious to me. I now only do things I want to. Difficult sometimes, you know?
- 154. Give good quality free education materials and those who need my business will be predisposed to do business with us over our competitors.
 - 155. Give the customer what they want on time and they will come back and hopefully tell their friends.
 - 156. Give to the client to ensure they get what they want and need.
 - 157. go get customers
 - 158. Guerrilla Mindset (I am a new player and "underdog" in the marketplace I serve).
 - 159. Guesswork, mostly, and gut feelings.
 - 160. Half-assed
 - 161. Haphazard
 - 162. Haphazard & hope.
 - 163. Haphazard and reactive, with a focus on customer relationship and price. This is changing (and MUST change).
 - 164. Haphazard and sporadic
 - 165. Have fun and make a difference to people's lives
 - 166. Have products that clients wants and try to work with our competitors.
 - 167. Having owned and operated a previous business, I was often guilty of operating without a strategy. It was frustrating, mentally and emotionally draining. Without following a strategy the business can veer off into uncharted territory, jump on perceived opportunities that are not really opportunities and run into all kinds of problems. With the new startup, the long term strategy will be well layed out before going live with the business
 - 168. Hit and miss
 - 169. Hope for the best
 - 170. Hours available and need for additional customer
 - 171. How can I separate myself above the competition.
 - 172. How can we help?
 - 173. How I feel
 - 174. How I feel when I get up! I am not driven to be rich. (at least not in monetary terms)
 - 175. How to increase market awareness without spending much money.
 - 176. How we have always done it.
 - 177. Huh? Mindset?
 - 178. hunger
 - 179. Hunger to be the best.
 - 180. I am a winner, I have always been a winner, many of my customers may be cautious because of the war or the economy, but I have some thing s that can really help your business – if you are not too scared I can show you how it can make a difference – if I don't get you now I will get you later – I will get to you!
 - 181. I am ashamed to acknowledge that I am do not know what you mean by "mindset"
 - 182. I am currently trying to change it. Usually, I have sat back and waited for the customers to show up

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- 183. I am just starting to get into this so I don't know yet.
- 184. I am my biggest competitor
- 185. I attract perfect customers.
- 186. I believe companies need fast solution, and well packaged
- 187. I can work harder and outfox my competitors
- 188. I compete by creating superior results for my clients and charge substantially more for my service than do others in my profession.
- 189. I do things differently from my competitors by means of the niche crafting
- 190. I don't know about a mindset per se, but our sense of identity lies with our confidence in our highly professional and personalized systems and an effective unique service – one of few if any other companies that does what it does globally.
- 191. I don't understand this question – I market using a referral system – I compete by identifying a niche (manufacturing) and creating a marketing strategy system that manufacturers can understand and afford.
- 192. I enjoy being a trusted advisor to my clients. I try to be as objective as possible when discussing the services I provide versus any of my potential competitors. My mindset is like I am an owner of the company I am doing work for.
- 193. I feel like if we can secure new business that we will perform at a very high level
- 194. I have changed my mindset. I used to do over 100 shows per year. After my wife died I dropped to six of my best shows. Wrong decision, grow or die.
- 195. I know that people want this type of information; they just don't know that yet. My Customers must be completely satisfied that they receive excellent value with my information. My Customers must get to the point where they are eagerly awaiting my next report. My Customers must want to refer their friends and colleagues to my information.
- 196. I like people to want help and also desire it strongly so that I can get the results with them. Rather than have to "sell" to them, I prefer them to approach me through a seminar that I conducted.
- 197. I like to win and know that I can out-price and out-deliver the competition.
- 198. I must maintain an awareness and utilization of the most profitable strategies.
- 199. I run a business model that has a track record and I do not deviate from that model, I run a strict discipline. My mindset is discipline and I totally ignore what the competition is doing. I watch them but I don't respond and I never consider them as competition.
- 200. I try to market as aggressively as I know how but it seems to fall short in results. It's probably too relaxed and timid.
- 201. I want a unique product in a niche market
- 202. I want to give as many people as possible the opportunity and motivation to use our products because I think that they are better for them and will profit them in the longterm
- 203. I want to market more, I'm just not sure how to apply what I've learned to my business.
- 204. I work the internet as much as time permits.
- 205. I'm always asking "Is there a better way to add value to my existing customers – and to attract new ones at the same time".
- 206. I'm beginning to do what others are not.

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- 207. If I can give people true value, they will come back for more. If I give it to them for free at first, they will come back and pay later.
- 208. If we get links on websites with a lot of traffic that tie into our product and we modify our headlines and content, we can have a high conversion rate.
- 209. Ill health of general public and desire for change
- 210. I'll try anything if it looks like it might work", probably sums it up best.
- 211. I'm probably too new in business (less than one year) to really answer this question. My mindset right now is just to bring in traffic and deal with *everyone* fairly, openly, honestly and with integrity.
- 212. In my opinion sellers decide mostly on commission structure agents charge and the number of sales in the area recently sold by an agent
- 213. Increase profits.
- 214. Individual entrepreneur under utilizing my potential - !!!!
- 215. Informal word of mouth now developing into a systematic approach, education
- 216. Innovative and aggressive.
- 217. Integrity
- 218. Integrity and Congruency.
- 219. It could be a whole lot better
- 220. it could work better
- 221. It doesn't
- 222. It doesn't
- 223. It doesn't yet.
- 224. It is a battle to make this business come alive and growing.
- 225. It is a continuing process.
- 226. It is fluid. Currently very focused on providing additional perceived value and benefits to off-set pricing issues.
- 227. It is usually based to respond to competition
- 228. It is very tactical.
- 229. It seems as though people become accustomed to seeing a particular ad and will remember that ad. Other people have identically copied the ad with very good success at the expense of the originator of the ad.
- 230. It's all about them, it's not about you.
- 231. It's been an afterthought, something we resort to when the end of an engagement approaches.
- 232. It's weak and not good enough.
- 233. Just barely getting by
- 234. Just doing things a bit different than my competition has giving me the edge but I am a long way of where I could be.
- 235. Just getting whatever calls or comes in the door
- 236. Just hard work and chasing the jobs that come available.
- 237. Keep doing what we've been doing only do more of it and better.
- 238. Keep trying to get my company name in front of people. It's slow now, but the momentum will build.
- 239. Keeping the client's best interests in mind at all times.

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- 240. Knowledge this is the way real estate will evolve to in 5-6 years.
- 241. Let's see if we can make it somehow this month
- 242. Lifetime value of client
- 243. Lightweight marketing
- 244. Little marketing
- 245. live and let live
- 246. Long term survival, sustainability
- 247. Looking at the long term picture
- 248. Looking for leverage, how to get past the principals being the majority of the revenue creators.
- 249. Looking for retail customers
- 250. Low volume, high service.
- 251. Lowest price from competitive bidding .
- 252. Make it better (for us and for our customers)
- 253. Make it fun
- 254. Make it happen or disappear
- 255. Make sure that our clients know that we are looking out for their best interests. I mention during our presentations that we have a long code of ethics, but it generally all narrows down to the 'golden rule' of treating others as you would like to be treated.
- 256. Market for discretely is rapidly diminishing because makers of end-systems aim to get all their different functionality integrated into an ASIC. We're now trying to maximize market share and profits for our discretely while these companies are moving toward ASICs. For the future, we still haven't defined how we'll compete when we move to ASICs.
- 257. Market has primarily determined what we do.
- 258. Market via industry magazine ads and direct mail to dealers.
- 259. Marketing is based on meeting the demands of our clients. We compete by a differentiation strategy.
- 260. Markets – Unthinking and falling back on past successes which are not very relevant to present competitive landscapeCompetes – Increasingly defeatist and pessimistic, in present years of slow economic growth
- 261. Marketshare / adding new customers
- 262. Mean and hungry
- 263. Meeting people's needs and treating them as individuals
- 264. Mindset that is based on abundance
- 265. Mine
- 266. Minimal marketing rely on word of mouth
- 267. More bottom line driven than anything else
- 268. More strategic than most businesses, but lots of room for improvement.
- 269. Mostly Jay's mindset.
- 270. Mostly reactive and repetitive
- 271. Move with the market but contrary to the herd
- 272. Must meet certain hurdle rates. If not profitable, it's not worth it.

Question 19. What Mindset Defines How Your Business Currently Markets and Competes?

- 273. My business has operated primarily on a referral basis.
- 274. My energy level and motivation
- 275. My mindset is defined as with (my strategy) having a guiding star in the horizon and keep following it regardless of the stormy weather and the big waves while sailing. Like right now, with the war. Keep the strategy at sight. Don't quit. Persistence, good judgment, strong character and discipline. Eventually will pay back.
- 276. My mindset is to check my ego at the door and SERVE the client.
- 277. My mindset is to give our clients a great product at a great price. In addition, I want to help the individual who is buying the report (not just the company he or she works for) to save time and get the most from their budget. In addition, I'd like to link these clients to the success and value of our reports, so that the employee who buys our research (for his employer) actually gets credit for being smart enough to buy something that can help his company.
- 278. My OfficeReady, Aim, FirePersonalFire, Ready, Aim
- 279. My own
- 280. My own confused mindset :o) Very reactive
- 281. Need for income
- 282. Need for more business
- 283. Never say no and die attitude
- 284. New business so all these things are in development
- 285. New business, converting existing business
- 286. New expressive product that captures a way of life.
- 287. New venture.
- 288. Niche Markets
- 289. no currently taking the reins to be the driving force for growth
- 290. No mindset
- 291. No sales pressure advice to help make intelligent decisions about money
- 292. Not a good one.
- 293. Not defined at this stage
- 294. not engaged
- 295. Not from a very strong position – kind of an underdog. I have tremendous expertise that my competition cannot offer or don't know how to offer, but I am having a hard time getting the prospect to understand the benefits I can bring to their situation.
- 296. Not quite there yet but I will be using different tactics to separate myself from the rest. I need to work on my USP which will be a necessary first step in being different.
- 297. Not sure I understand question.
- 298. Not sure what this means.
- 299. Not too strong. It is still weak.
- 300. Now I am working on a more preemptive strategy and extra follow up.
- 301. Now I am trying to find a USP to create an edge. I know if I can satisfy what my patients want then I can be successful
- 302. Obsession with service and quality.

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- 303. Offering a niche through alternative health awareness and self-development
- 304. On hold until I know what I'm doing.
- 305. One of integrity – not allowing the client to short-change themselves by not partaking of the company's offerings
- 306. One of listening to my clients and others as to what is missing in their business or causing them grief. Also a mindset of abundance and there is enough for everyone and I can choose who I work with. One of learning from my clients and keeping an open mind.
- 307. Ongoing steps Email campaign to 2000 realtors: 3 emails per week using Greg Frost's pdf's Mail: mail postcards to top 400 realtors monthly Mail letters to top 400 realtors monthly Have 3rd party mail (title, other realtors) to top 400 realtors Mailed audio tape with 20 top realtors in-depth comments about us Voice broadcast; trouble implementing, but plan to top 400 realtors monthly Website including Audis of 20 top realtors in-depth comments about us
- 308. Open, willing to learn, listen and be helpful.
- 309. Opportunity-driven to take advantage of as many current situations as possible and convert them to billings.
- 310. Our business is directed to be maintainable and sustainable long term profitable business.
- 311. Our clients are our most valuable resource as they provide referrals and continual new business. We provide them information to finance top help them grow. All the people we present , we give a copy of Rich Dad Poor Dad by Robert Kiyosaki. We want them to be thinking about being cashflow positive and how their going to buy their next property. We solve their mortgaging problems
- 312. Our mindset is the survival of a small consulting business and excel in our particular competence.
- 313. Our mindset is to dominate our market place by offering services that every SMB needs but typically has to go to multiple sources to get. Most SMB's don't know exactly what they need. This is where customer education comes in.
- 314. Our prices can't be beat.cut any deal with the customer so you don't lose her to the competition
- 315. Our reminder system is unique to us, and gives us the industries top renewal rate of clientele. We need a way to get the word out on a larger scale than by two or three salespeople who aren't doing all they can do!
- 316. Overwhelm as to where to start first
- 317. Overwhelmed and dumbfounded – so much to learn and so short a time to learn and institute.
- 318. Passive
- 319. Passive moving towards aggressive.
- 320. Passive.
- 321. Planning – passive/aggressive
- 322. Plodding but steady
- 323. Positioning and targeting
- 324. POSITIVE
- 325. PPP and Preemptive direct marketing applications
- 326. Preemptive.

Question 19. What Mindset Defines How Your Business Currently Markets and Competes?

- 327. Presence of Mind and Price Elasticity
- 328. Presently we only market when a house is available and needs an occupant
- 329. Price
- 330. Price and credibility
- 331. PRICE AND SUPPLY GUARANTEES
- 332. Pricing
- 333. Produce truly useful products and form partnerships.
- 334. Professional, hones, ethical and to provide the best product and service available.
- 335. Professional, quality service that is timely, cost effective and time efficient
- 336. Provide a high quality product that tells the story of the life of the individual it is for.
- 337. Provide expertise to let prospects know we care more than their current advisors.
- 338. Provide quality value added service at a fair price.
- 339. Provide the best possible designs that sell. (we are currently the most expensive)
- 340. Providing the proper care that is in the best interests of our patients, not that will best benefit us.
- 341. Put our company "in the face" of our customers
- 342. Quality and value for the customer
- 343. Quarterly performance. More reactive than we should be.
- 344. Random, no drive
- 345. Rapid, Quality Service, Fairly Priced
- 346. Reacting to PR generated
- 347. Reaction to other offerings
- 348. Reactionary
- 349. REACTIONARY - We react to competition, 9/11 and Airline Security/Public's fear of flying, what XXX department store just advertised
- 350. Reactive
- 351. Reactive
- 352. REACTIVE
- 353. REACTIVE
- 354. reactive
- 355. Reactive
- 356. Reactive
- 357. Reactive to a fast changing market.
- 358. Reactive to everything.
- 359. Reactive to low revenues – we must generate more sales!
- 360. Reactive/defensive
- 361. Regional expertise, knowledge of market, individual offices management drives sales efforts according also to perceived or probed for customer needs
- 362. Rely on good service and personal relationships to attract repeat business and referrals from clients, clients' advisors and those we come in contact when serving clients and serving the community.

Question 19. What Mindset Defines How Your Business Currently Markets and Competes?

- 363. Resource limitation
- 364. Results Focus
- 365. Right now we just want to get our product installed successfully in a few places. Because we were in medical software for 20 years before we sold to a larger (and fraudulent) company, we have credibility built up. We have been suing the company we sold out to because they committed fraud. Once that is finally over, we should be ready to start marketing aggressively. We know we will be offering software and support that is better than 95% of what is out there. The 5% that might be considered as good charges exorbitant prices. We want to do right by our clients, our employees and for our owners. We want to make a fair profit for our efforts but not rape and pillage.
- 366. Right now? Sisyphus.
- 367. Run an ad, test, run a variation, test, run another variation.....
- 368. Sales Oriented
- 369. Sales performance
- 370. Scrambling to survive
- 371. Seat of my pants
- 372. See....answer to number #13
- 373. Separate yourself from the competition and eliminate them
- 374. Service- Customer-centric
- 375. Set and achieve our own performance goals, don't chase market share or compete with the goals of industry competitors
- 376. Shot gun approach based on whether we have any funding available for advertising. Our marketing to physicians is usually one-to-one.
- 377. Simplicity
- 378. Simply trying to grow the business a certain percentage each year.
- 379. Since funds and staffing our currently limited I believe that we are primarily using tactics rather implement strategy at this point.
- 380. Since I work on my own, I start looking for new clients one month before expiration of my actual project.
- 381. Slowly and inconsistently
- 382. Small business, single mouth to feed.
- 383. Small town atmosphere and aging population. Marketing outside of area for accounting customers and Ran-one.
- 384. Snake oil, Hercules and Aphrodite Gloss and hot air Pseudo-science Pseudo-expertise Pseudo-medicine Renaming the same old junk and hyping benefits Make it as cheap possible and sell as much and who cares about real benefits and real science
- 385. so far the response (in terms of demographics) to each course determines the focus of the next, more or less
- 386. So far, totally needs driven
- 387. Somewhat disorganized.
- 388. Sorry to say that it's based primarily on the next "event" at this point.
- 389. Sorry, I don't understand the question – please clarify
- 390. Speed in execution

Question 19. What Mindset Defines How Your Business Currently Markets and Competes?

- 391. Sporadic and completely undefined, focused and minus any specific objective.
- 392. Stay focused on helping other people achieve their goals in shorter period of time and I will always achieve my goals.
- 393. Stay in constant contact with my core clientele and provide them with great service and tell them how great it is.
- 394. Strategic competition while dancing under the elephants' feet.
- 395. Strategic, deliberate, patient
- 396. Strategy of Preeminence
- 397. Strive dominance in your niche
- 398. struggling
- 399. Superior interactions and results win over almost any other offer.
- 400. Survival
- 401. Survival
- 402. Survival
- 403. Survival
- 404. Survival and a determination to provide something better for my family.
- 405. Survival mode
- 406. Survival not expansion
- 407. Survival.....
- 408. Survivalist.
- 409. Survive day-to-day
- 410. Tactical
- 411. tactical
- 412. Tactical & reactive.
- 413. Take what comes in the door and try to make them customers for life
- 414. Tenacity, commitment and absolute belief in our product's ability to deliver results for our customers.
- 415. That I am the best the customer could achieve, and that we together can create the results the customer want.
- 416. That we have better products and services and philosophies and a track record to back that up.
- 417. That when one major retailer carries our item it will take off and others will want it badly. This has happened with other mailboxes.
- 418. That's changing. It's been "reactive", not revolutionary
- 419. The Abraham Mindset (2)
- 420. The bottom line at any given moment.
- 421. The business is very competitive. The supplier group ie. Fruit producers in all countries are very fickle, gullible and easily swayed by business people/ marketers who make 'big' unlikely promises. Loyalty is very difficult to build when the supplier group monitor and judge you on perceived differences in returns. You are thus prone to be become reactive.
- 422. The Clear Concise Mental Picture Mindset.
- 423. The concept of speed-to try to be first to market with new products

Question 19. What Mindset Defines How Your Business Currently Markets and Competes?

- 424. The creative mind.
- 425. The excitement of finally making consistent profit every month instead of feast/famine, which I have experienced for past 20 years. The desire to build a financial base to make it possible for husband to retire and create a business that will sustain itself for my kids after I am gone.
- 426. The guerrilla approach
- 427. The mindset of making as much money as possible with the least effort for myself as well as my customers.
- 428. The mindset right now is to re-evaluate and anticipate the downturn in the economy will have on my customers and how I could be of help to them.
- 429. The mindset that currently defines our marketing is to tightly target our ideal client so that when we do produce a lead or a prospect, they are more likely to purchase our service and stay with us long-term.
- 430. The mindset would be encompassed by the phrase "educate your market".
- 431. The number of referrals and the predictability of cash flow
- 432. The only way I think is using Abrahams stuff.
- 433. The son of the sculptor decides what he wants to do that he thinks will help him.
- 434. Theirs find out what their customer wants/needs then have end customer help pull marketing, buy criteria
- 435. There are lots of businesses, you need to define your niche, know what you have to offer, make it look very appealing, and ask for the order
- 436. There has got to be someone who needs my services.
- 437. There is no one exclusive mind set
- 438. Things will get better when the war's over
- 439. THINK STRATEGICALLY, and only do business with clients that are equally strategic
- 440. Thinking outside the box... what are our colleagues NOT doing – how can we set ourselves apart.
- 441. Time available to execute the plan
- 442. Time constraints
- 443. TIMID
- 444. Timid and reactive
- 445. To always look at better ways to provide more value to our clients.
- 446. To be able to listen and understand and fulfil clients needs.
- 447. To be the only choice/solution around
- 448. to be where the people are
- 449. To constantly evaluate and to improve.
- 450. To continue (while making adjustments) even when results are not good
- 451. To create the position of pre-emminence.
- 452. To describe the mind set would be as a friend to the small business owner whose primary constraint in order to prosper is cash.
- 453. To develop growth and take advantage of the current market conditions to expand our client base in these good times to last through the slower times of higher interest rates

Question 19. What Mindset Defines How Your Business Currently Markets and Competes?

- 454. To find customers for products some of whom will become active business owners and to find people, who from the beginning want to develop a business with residual income
- 455. To have the most exclusive and needed service out in the marketplace.
- 456. to offer prospects what they want, use emotional advertising, make it easy for them to request information.
- 457. To win but not focussed
- 458. TOTAL confidence- what we are doing has never been done before
- 459. Total focus on client satisfaction.
- 460. Totally reactive at the moment.
- 461. totally reactive to the marketplace
- 462. Trends in the market I try to foresee and act accordingly (= to my best evaluation)
- 463. Trial and error.
- 464. True Win-Win- win for our prospects, their customers and finally our business
- 465. Trusted business advisors
- 466. Try to do the best everyday - handle what business you get that day from floor time.
- 467. Try to find sources and suppliers to minimize costs.
- 468. Try to get the return on investment as quickly as possible
- 469. Try to give quality product and good service.
- 470. Trying to provide services that our clients want & need
- 471. Ummm. Friendly, intelligent & aggressive.
- 472. Uncertainty -- which is why right now am in the middle of redefining everything about my business.
- 473. Undefined, random, meeting people, elevator speeches.
- 474. Unfortunately, our current mindset is the Crisis Mode. \$100/mo. Does not pay our personnel bills.
- 475. Unknown if I have a mindset about it. Completely loss in marketing
- 476. Unsure what is meant by mindset.
- 477. Up until now it has been to operate independently without collaboration or partnerships. Gradually, I am exploring ways to do joint ventures and strategic alliances.
- 478. Up until now just general advertising
- 479. Use experience to so what is best
- 480. Value added services. Never ever discount
- 481. Value of our services compared to failure which can result results in conclusion by our customer that some type survey is warranted. Loss of sales to competition is mostly due to inadequate explanation of the value of our services, i.e. how superior technical services, paid for at (slightly) premium rates, provides more profitable projects.
- 482. Very customer focused. Somewhat old fashioned, somewhat too "technical solution" oriented
- 483. Very fragmented.
- 484. Very limited marketing, since we rely on referrals

Question 19. What Mindset Defines How Your Business Currently Markets and Competes?

- 485. Very price driven business
- 486. Very selective (picky!) about who I take on as a client – looking for long term mutually beneficial relationships.
- 487. Viral
- 488. Wait for the phone to ring. It doesn't work but it is cheap.
- 489. Want prepackaged materials...standardized...branded not yet done.
- 490. We almost don't have competition, marketing we test and if it makes money we use it
- 491. We appeal to rational, thinking people. No hype, no big promises. Clear, calm, intellectual and emotional content.
- 492. We are always on race...!!!
- 493. We are beginning to see ourselves as a partner to our customers, but we have a ways to go
- 494. We are determined to succeed.
- 495. We are here to serve the client on their needs and we are here to service them better then anyone would or can in my marketplace.
- 496. We are in the process of developing a plan
- 497. We are not all things to all people but we are very good at what we do and we want to build long term relationships with good quality clients.
- 498. We are proactive and driven, but are failing to take advantage of some strategy and tactics that would allow for TOTAL preeminence and dominance in our industry.
- 499. We are so small and growing and have a true lack of manpower that we operate from behind all the time, trying to catch up and put out fires. Purely reactionary instead of strategic
- 500. We are the best
- 501. We are the best solution for the customer and they understand that and be willing to pay a premium over the low priced competition for the best value
- 502. We are the best, just let us prove it
- 503. We are the only game in town.....no real competition...I want to own the market
- 504. We are the very best in our niche, and we just need to get in front of those who can understand the functional and bottom line value we can deliver to their company.
- 505. We are very frustrated – we have a superior product and current clients and customers tell us this – all are impressed but we are just not getting very many contracts to sustain growth to the next level. Our competitors seem to be working more even though we deliver a superior product.
- 506. We believe in developing close relationships with our clients. We don't necessarily compete against other businesses in the same industry. We tend to work with them . In our industry where everything changes so quick and with so many IT possibilities you can't know everything. We believe in partnerships versus competition.
- 507. We believe that we can build on our marketing knowledge gained from years of studying JA and other materials and build programs that leave the competitors in the dust. This new approach is still in its genesis stages but is truly exciting in it s scope.
- 508. We can add more value than any other marketing/advertising/creative solution

Question 19. What Mindset Defines How Your Business Currently Markets and Competes?

- available
- 509. We continually focus on the quality of our instructional programs to ensure they meet the needs of our clients
 - 510. We deal with whatever comes off of the net. We can be doing so much more with our prospects and clients.
 - 511. We do not compete.
 - 512. We do the difficult better than anyone else.
 - 513. We don't compete... we use Debon's Sur'Petition Logic... We market our successes and leverage relationships
 - 514. We don't even consider competition other than the entire medical pharmaceutical establishment...
 - 515. We feel that we have the best business model in our industry. We just have to be able to effectively market it while doing enough business in the interim.
 - 516. We firmly believe that we are (positively) unique in the field, and are striving to build relationships rather than just making up-front sales and executing assignments.
 - 517. We have a great head instructor and no one in the area has more personable service.
 - 518. we have been around longer and use much higher quality products than anybody else.
 - 519. We like to think we do our homework before we promote anything with our name on it. We are cautious, yet willing to leap before we know we will succeed. I have the scars to prove it!
 - 520. We list property at the right price and terms and market it basic.
 - 521. We look for holes in other people product and then fix them
 - 522. We love our members and they respond to this.
 - 523. We market legal services. I'm on the road to re engineering so I can get out of the day to day business!
 - 524. We market Sport Clips as THE place for men and boys: fun, upbeat, clean, great Stylists = great haircuts, priced right, etc.
 - 525. We need revenues go and get some business
 - 526. We need to stay busy and help more people every day and we want to be the Mercedes of chiropractic offices.
 - 527. We offer the highest quality, competitively-priced products
 - 528. We operate under a lot of pressure because we are at capacity for output and carry a large tax debt which inhibits our growth
 - 529. We provide absolutely the best services, and provide them rapidly.
 - 530. We provide supwerior performance and capabilities at reasonable rates – and we guarantee it which is something we just impneted asnd is almost non-existant in the IT and web services consulting world....we have true talent and all we need is a chance to engage the sutomer to prove and then they become hooked on superior capabilities and performance. And results like none other.
 - 531. We really don't have too much competition, it basically comes down to having more time to market.
 - 532. We see ourselves has more committed to the success of our clients than anyone else competing for their business.

Question 19. What Mindset Defines How Your Business Currently Markets and Competes?

- 533. We seem to get very busy and put all our sales energies into making effective presentations and proposals, then we tend to slow down and start mailing and calling again.
- 534. We serve excellent hinese food and are the best in delivery
- 535. We try and meet the current needs of our customers and give them value added products that will enhance their effectiveness in the next 6 months
- 536. We try to implement as many of Jay and Chet's ideas from PEQ as we can, but there are so many of them that it's hard to predict which one to start with. We've started with referral marketing just because we had to choose one.
- 537. We use telemarketing and use an information guru strategy.
- 538. We want to be outstanding.
- 539. We were one of the first companies in Australia to start on the Business Coaching path, but we are forever fine tuning things and not getting it out into the market place. We need our system to have some credibility.
- 540. We're doing well
- 541. We'll be at the major conventions, come by and see us. Let them come to us when they need us.
- 542. We're influenced by the Tom Peter's school of excellence; our mindset is to create a positively memorable buying experience such that after dealing with us you wouldn't want to deal with anyone else, even if you had the opportunity.
- 543. What can I learn or gain from the opportunity in front of me?
- 544. What can we do to bootstrap the business and just grow from existing sales?
- 545. Whatever seems the most practical and what we are able to do
- 546. Whatever the others do, I'll do something entirely different
- 547. Whatever!
- 548. Who knows who
- 549. Who my market is and what they want
- 550. word of mouth is the best advertising, especially when other approaches have thus far proven to be a waste of money
- 551. Word of mouth.
- 552. Word of Mouth"
- 553. Work hard – seek opportunities
- 554. Work till clients get a practical and useable prospecting system
- 555. Would like to take in large volume of clients.
- 556. When things get slow, we market.
- 557. YES
- 558. Your mindset Jay, now that I've taken the weekend off just to work on strategy.
- 559. Your question is vague. My philosophy is to maximize profits in the least amount of time and to set myself apart from the competition in order to do that.

Question 20. Do You Think You're Having Trouble With Your Business or Marketing Strategy and if so Where, How and Why?

Question 20. Do you think you're having trouble with your business or marketing strategy and if so where, how, and why?

Total: Yes 579, No 115

Additional comments:

1. 1. Formalizing effective plan and 2. Execution of concepts and plans.
2. 1. Not having enough well-trained employees to carry out the marketing 2. Not doing enough piloting, testing, and analyzing, 3 Not doing enough strategic planning, 4 Not tying rewards strongly enough to performance, 5. Not setting clear and strict performance standards (quotas)
3. 1. Staying focused – I am an “idea guy” I need to find and surround myself with people who can support me and who love to d different things than me.
4. 1. Time to devote to it 2. Struggling financially – limits marketing
5. A business will always have trouble with its marketing strategy – you will always have to stop and reaccess along the way – making sure if fits with the overall strategy
6. A number of conditions contributed to a tax debt and the resulting repercussions are inhibiting our growth
7. Actually, doing this questionnaire is helping me realize I have the knowledge, I'm just not applying it.
8. After Sept 11th, all 3 markets IT Contracting, Consultancy and the Stock Market went down.
9. Again just starting the research so we can use it to help develop our strategy and what some of our options may be as far as postioning us the best to take advantage of the insites we will get from the results of our research.
10. Again, probably more a time & personnel issue, we need to take the time to implement a strategy.
11. Again, maybe I'm too new yet (and still have a full time job while I get my business off the ground) but my trouble is keeping focused and implimenting all that I want to do in a timely fashion that doesn't look like I rushed through the development stage.
12. Although business is generally good, my trouble is in a lack of a plan.
13. Although business seems to be good, I am always looking for more business of the right type.
14. Although it is taking longer than expected
15. Although this doesn't apply to the present business which is not yet at market, we have almost always had trouble with both business strategy and marketing, because we haven't planned well enough, in the beginning, nor have we embodied any “what ifs” in case the primary strategy becomes unworkable.
16. Always can do better. I am not in a key decision making position so I am having to baby-step executives into my ideas.
17. As a small business, can tend to get distracted by fluctuations in cash flow, which then drives how we operate.
18. As a sole trader, testing things is extremely time consuming, so it often doesn't get done properly, resulting in inadequate information from too few prospecting

Question 20. Do You Think You're Having Trouble With Your Business or Marketing Strategy and if so Where, How and Why?

and customer sources

19. As above. I sincerely believe we are operating at about 20% of what we are capable of. I also believe that UK customers are far different to US !
20. At the conception stage. I don't know.
21. At this moment we don't know well the market.
22. Basically because there isn't one and we lack consistent leadership to have one.
23. Basically I have never felt ready or prepared to undertake it.
24. Basically we lack a strategy, we knows that we have to grow and grow fast, but don't know HOW.
25. Basically, it comes down to me deciding which strategy I'm going to use and taking action on it. It would probably help if I nailed down what my criteria are for knowing which strategy I will choose and stick with to get results.
26. Because I do not have one
27. Because I have redefined my personal objectives; I have limited resources and am a one man band who is INTENSLY interested in transforming my almost-non-existent company into an active income producer that generates copious quantities of passive income on a regular monthly basis, with ridiculously low overhead.
28. Because I've never had any training on strategy at all.
29. Because it is centralized.
30. Because it really had no central focus. Twelve leaders and pursuing twelve somewhat different strategies.
31. Because of marketplace changes my primary sources of referrals have greatly diminished. This is the reason for refocusing my efforts,
32. Because of the markets cynicism
33. Because we are driven by the mass merchandisers demands and our vendors are the owners of the brands and we must stay with the strategies they make.
34. Being able to measure results as variables are changed
35. Being new to business in every aspect
36. Biggest problem seems to be lack of funds.
37. Both. I don't have a specific business or marketing strategy.
38. Business bad.
39. Business has been quiet, but that is more to do with me. After my heart attack – I was lucky enough to have my software in place and up and running. It kept us fed and wolves from the door whilst I was recovering. The system just churned out the mail shots, and the emails, and my wife made some of the calls. We got checks in the post. Neat, eh?
40. Business is changing and need to develop a strategy to differentiate ourselves and not clear. Ours is a service business and didn't find whole lot on services business marketing etc.
41. Business is lacking bigger scope
42. Business slows down when the economy is slow. People are reluctant to try new products through the mail
43. business strategy yes, because there really is no business strategy. Since it is a "one man show", I'm finding it difficult to provide the website structure, design and such to launch. I'm actually quite comfortable w/ marketing strategy, despite the

Question 20. Do You Think You're Having Trouble With Your Business or Marketing Strategy and if so Where, How and Why?

- lack of funding for advertising, direct mail, etc.
44. By not having a defined marketing strategy, the practice depends on patients selection the practice based on their choice or by being listed in their insurance carriers' lists
 45. By not having one: not really knowing where to start putting one together: and now, as business has dropped, being so frantic there isn't time to even think about one.
 46. Can't decide how to position our company
 47. Can't find people that can sell our products
 48. Can't find the time to implement what little I do know
 49. Can't get help and in some cases working with wrong people
 50. Cannot find a cost effective way to reach both clients and sales staff.
 51. Cash flow, we have no loan, some officers with bad credits
 52. Cashflow is not steady.difficulty increasing income and profit levels without taking on more debt
 53. Competing in Europe with local competitors. Meeting new customer demands that are based on automotive industry
 54. Competing with people's attention—there is so much noise and clutter “out there” today
 55. Competition with other firms who have more “experience” in a particular market sector.
 56. Competitive Analysis
 57. Consistency of direction, a strong marketing plan is needed.
 58. Creating a universal message and different benefits to clients
 59. Current skill set does not cover marketing strategy, need
 60. Curretnly trying to keep me head above water and do the work I have. Don't have the time to market as I'd like. If I had the time, I wouldn't be able to guess which would be the most effective.
 61. Deciding what mediums to use and how to communicate our message.
 62. Deciding what mediums to use and how to communicate our message.
 63. Defining and Planing even more sharply
 64. Defining it in a few words. I have not taken the time to do it. During the day things keep popping up and become a number 1 instead of what I have planned for the day. For example! I HAD NOT PLANNED TO FILL THIS OUT TODAY. At least I know how to set my priorities.
 65. Defining specific order of tactics: mailer, call, e-mail etc.
 66. Definition, due to lack of experience and previous unwillingness to learn from others
 67. Desperately need all the big picture stuff and then the breakdown systematic implementation
 68. difficulties with finding a unique selling proposition that the customers will undrestand and revere and that won't cost us too much money or have us undergo a huge risk (like a money-back guarantee)
 69. Difficulty defining how to approach the big decision makers on multinational companies.

Question 20. Do You Think You're Having Trouble With Your Business or Marketing Strategy and if so Where, How and Why?

70. Difficulty with external marketing... do not know why.
71. Disjointed
72. Dollar flow – I believe we are doing the right things, maybe a little slow in the timing, but nonetheless the right things. While others have been slowing or stagnant in this slow economy, we have been growing at 3% per month on average for the past 2 years. Our problem has been that the returns on investment are coming in too slowly.
73. Don't have a strong overall marketing strategy. Need to develop a more expanded vision.
74. Don't have definite business vision, & mission
75. Don't know – know somethings wrong, need more customers quickly.
76. DON'T KNOW FOR SURE WHAT WILL WORK OR NOT
77. Don't know how to find people that are willing to make the necessary financial investment and commitment to hard work with deferred gratification
78. Don't know what works and what doesn't. Don't know when and how to implement
79. Don't really have a strategy
80. DON'T REALLY KNOW WHERE TO BEGIN.
81. Don't know yet as we have only just started operating fully
82. Downstream and upstream marketing activities not as integrated as they could be.
83. Everywhere
84. Execution, execution, execution how can we do it better , more efficiently, and produce better results (closed deals)
85. Execution & communication to all internal constituencies.
86. Fairly new company with a limited budget and limited staff.
87. Fear, not finding time to get out of the office, worrying that employees and clients are not being handled correctly when I am not in the office, things are not getting done
88. Finance of getting startedConfidence of can I do the job—do I understand enough principlesImplementation of selling the solution to the clients problems
89. Finances are tight and so it is difficult to put together any kind of tactics or strategies. The catch 22 of not enough business to sustain more business. We need help developing a strategy and information on inexpensive methods to get us going.
90. Finding enough abundant customers who buy from us now
91. Finding the right avenue in which to carry out marketing of my product/service.
92. Finding ways of informally contacting potential clients and building trust and credibility with them
93. Finetuning the proposition. Execution (going through the experience curve, esp. re sales).
94. Focus, defining what we want to be and how to execute that vision
95. Formulation and buy in
96. Franky, we do not really know. We are doing “trial and error” type of methods.
97. Generating qualifies leads and then getting appointments

Question 20. Do You Think You're Having Trouble With Your Business or Marketing Strategy and if so Where, How and Why?

98. Getting an initial foothold in a target region can be very difficult. In my particular region that would be Newport Beach, CA and Palm Springs, CA. Those markets are difficult to penetrate in the architectural field.
99. Getting it done
100. Getting managers to buy in.
101. Getting more referrals and getting clients and servicing them free
102. Getting my arms around how to apply strategies to my industry
103. Getting my arms around how to apply strategies to my industry
104. Getting response from marketing letters is frustrating, convincing a business to spend money on marketing in a down economy is difficult
105. Getting started and know what precise strategy and method to use.
106. Getting started in starting a new company – articulating the message
107. Given that I've only just started to consider its importance, I need a lot more information about the best way to go about establishing and working on a strategy.
108. Given the quality and value of service we deliver, we should enjoy revenues 10 times of those we are achieving.
109. Growth is very slow. It seems to take a long time to develop a customer base. Advertising in local directories hasn't produced much business
110. Have not aligned my management internally on the company's strategic objective, or better said – I invented it myself and have to reinvent it with them. Need to make sure everyone owns it.
111. Have not developed a strategy as much as tactics
112. Have not yet found a cost effective way of cold market to attract the quality of builders I am looking for
113. Have trouble getting my head around the best way to present the business to potential clients. Also find it difficult to make the time to spend on marketing and growing the business as I fulfill a key technical support role as well for our clients. I would love a "turnkey" operation for marketing and growing my business.
114. Having difficulties how to set a bus. and marketing strategy - how to do it, the components of it and to see the necessity of doing it, for we have done very well without it as well ... so we would need to see the relevance of it.
115. Having problems deciding on the best strategy, and not sure whether current strategy is the best one to follow.
116. Having trouble because we really have no strategy.
117. HAVING TROUBLE TRANSLATING STRATEGY TO IMPLEMENTATION
118. Having trouble with both. Not spending any real time working on the business. Always working in the business.
119. Having trouble with organizing all of the information that I have been gathering from you and others (Joe Vitale, etc...). This is partially a problem because I only have a couple of hours per night to work on it.
120. How do I differentiate myself and how do I break the mold or perception?
121. How to get through to top realtors, since most loan brokers boast and don't live up to claims, how to show we are different
122. How to implement with minimal budget and staff.
123. I want to expand my business to the Market Consulting International

Question 20. Do You Think You're Having Trouble With Your Business or Marketing Strategy and if so Where, How and Why?

- 124. I am 90% reactive. Little time left on thinking how to expand or do things more efficiently.
- 125. I am always looking to see how one can improve strategy.
- 126. I am convinced of having a good one. The elements are falling in place with unity and consistency. At least so far.
- 127. I am developing it.
- 128. I am having a great deal of difficulty defining exactly what the pain points are of my prospects that relate to my product and service among top management. The result is that we are selling to lower level people in the management structure of our prospects and clients.
- 129. I am having trouble figuring out what my strategy should be because the day to day events of running a business gets in my way.
- 130. I am having trouble finding all of the information on my industry, market, and competition I need to make my company the top in the world. I know that the more I know about these topics the more I will command my market.
- 131. I am having trouble with business and marketing strategies for several reasons: 1. Being highly creative, it's tough to focus on the shortest path to a goal (I always take the mental scenic route) 2. Although I do have a growing network of resources and even some partner alliances on some little projects, I don't have a consistent, small group of like-minded people with whom I bounce ideas off. 3. Perceived time constraints – overrun by projects that take much longer than expected. 4. Part of reason for TIME constraints is not having systems in place to make things more efficient...which goes back to #1
- 132. I am having trouble with the action
- 133. I am inexperienced. I could use some help from a Mentor.
- 134. I am just learning and am in the internship now.
- 135. I am not marketing nearly enough to sustain the levels needed to compete.
- 136. I am not quite sure on what to do first in terms of plan execution that would be the single most important thing to do that would have the most significant impact on my business. I need to think through the procedural steps in executing my business plan that would yield the greatest return on my investment
- 137. I am not really reaching the masses of people with the message.
- 138. I am not sure what business I should start or be in.
- 139. I am not sure where I should be focusing yet. I am trying to use the information I have received to create my plan. Once I create a focused plan then I think I have enough information to get there.
- 140. I am playing a long game and my partner gets panicky
- 141. I am self-taught, so I can always do better, particularly from a genius like Jay!
- 142. I am struggling with the development of a sound strategy
- 143. I am trying to understand it and then improve it.
- 144. I am working 12 hours a day in making the consulting job and so I have no time devoted to develop and implement sales strategy
- 145. I believe I have a good start. The tactics I have learned are working, but I believe my marketing strategies need to be more defined.
- 146. I built the web site the best I knew how but it seems that it just is not working.
- 147. I can't say that I really have any marketing strategy, but would like to develop one. I think there's much more business to be had.

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- 148. I can't seem to determine how I can match my skills set and service offerings to the needs of my clients. I may be too far ahead in my thinking and analysis of the direction of the market trends.
- 149. I can't seem to formulate a strategy
- 150. I cannot decide how hard I want to work. I have no mentors in my field to lead the way, so that leaves me studying guys like you which leaves me wondering, "Can this stuff really apply to my field?"
- 151. I cannot get anyone at the foundry to understand that we need to sit down and come up with a strategy. They are busy doing their own things and they don't want any outside help. (We had a consultant once that was a terrible disaster and they are unwilling to repeat it.)
- 152. I definitely need to improve it
- 153. I did not wrote it down
- 154. I do have a problem, holding down a 9-5 JOB is quite inhibiting. I need to define and execute concepts associated with an Automatic Marketing Machine. If the business supports my daily needs I can quit the 9-5 JOB and give full attention to building the business.
- 155. I do need to develop a real marketing plan that has tactics that I will use regularly.
- 156. I do not have the business foundation and experience – time is short so too many short cuts are taken.
- 157. I do not know what strategy I should make to my business
- 158. I do nothing. I started to plane to get 5 big clients every year, but instead of that I've lost 2 existing big clients.
- 159. I don't believe we're measuring the effectiveness of anything we're doing, so we can't optimize anything about our strategy.
- 160. I don't have a 'strategy' in place. I try to do all measurable marketing, but I need to have a more comprehensive strategy in place.
- 161. I don't have a clear cut strategy to follow.
- 162. I don't have enough business. I am not expressing why people should hire me. I am not exposing my service to enough people
- 163. I don't have enough time to plan and execute a strategic marketing. I do know that in order to transition to my new career I will have to make the time in order to become successful.
- 164. I don't really have a comprehensive strategy, and that is probably the problem
- 165. I don't really have one that is really powerful
- 166. I feel I have no room for mistakes or gambles
- 167. I find it hard to follow through on any idea. We have extremely limited finances, so even getting started on our marketing is difficult.
- 168. I get distracted from my work too easily. I need more focus, discipline, concentration.
- 169. I have a business letter I wrote my self. I just began mailing it out last week. That was letter A. I also have options B, C, and D. I'm thinking to mail out 3 more Letters A next 3 weeks. Then sent 12 Bs next month, then 12 Cs and then 12 DsIs this correct? If not, why not?Is this amount of letters valid to test each one's performance? If not, how many?Should I send one of each type every week instead? If yes, for how long?My company's policy on discounts is " there are none, if you run into a big group and you choose to give them a discount, you do it right then and there based on your experience and criteria" On the closing

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- statement of my sales letter I wrote something like this: " Next week Mr. Lopez, I'll give you a call in order to schedule an appointment so that I can gladly answer all your questions. I'll also show you the discounts lists and the tax benefits as well as all the ways we can adapt to your budget..."I designed discount lists and 10 kinds of different closings to be used with them, along with an example sheet and a working sheet. Even before meeting the CEOs, I am willing to give them discounts and I'm selling them this idea. I'm doing this because I prefer to sell 3 "cheap" policies than an "expensive one". I don't have a valid parameter whom to compare with, because I'm doing something new in my company, so Am I right?, If not, what would you do instead? I'm writing my own sales manual. If I have a great idea and I perform it badly, that idea could end up being rejected. If I have a lousy idea and I put it to work in a marvelous way, I just might get some acceptable results and thus implement it. How can I impartially evaluate them regardless of my own performance.?
- 170. I have difficulty seeing my business as the consumer, I am too close to it.
 - 171. I have no marketing abilities but when I meet with a manager I am quite persuasive to make him to see the value and close the sale.
 - 172. I have no real goals and don't market.
 - 173. I have no real strategy
 - 174. I have no strategy
 - 175. I have not worked through all the permutations
 - 176. I have relied totally on creating customers within the industry I was formerly employed. I don't know where to begin to market myself to other industries
 - 177. I have some challenges with being in a transfer state, going from copywriting into coaching. I have to decide how quick the process should be, and not losing too much money in the process.
 - 178. I have trouble attracting new clients, because I have not done any marketing since I started as a freelance database consultant in 1987. I only worked with agents doing all the marketing, until 8 months ago.
 - 179. I just can't get it off the ground; I get customers everywhere I go, but I can't be everywhere forever.
 - 180. I just haven't seen enough direct results from any tactic to decide what will work.
 - 181. I know I could be doing more profitable work by using marketing strategically but I take the work that is coming my way through referrals.
 - 182. I know I'm not consistent enough. I can't seem to get press releases published even though I really have newsworthy products.
 - 183. I know that I can take many of Jay's great ideas and implement them into the golf school industry. I have been victim in the past of being satisfied with revenues and as I mentioned above, accepting the number of customers that showed up. I know that as we develop this Academy, I will need to be more proactive and I want to explore the use of other companies, businesses, and services that will allow me to cross market to larger groups.
 - 184. I lack a clear one
 - 185. I lack in experience starting and running a company. I am a specialist in my field, but I know so little about marketing, pricing and raising funds.
 - 186. I must be a slow learner. Like I said, it has taken a long time to get ahold of the big picture.
 - 187. I need a strategy period.

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188. I need to develop a better strategy for meeting sharp motivated people to work with.
189. I need to develop an overall marketing strategy, not just be reactionary in my marketing.
190. I need to find something that will work for me consistently and effectively
191. I need to have a better and more organize plan and I need to implement it.
192. I need to push my consulting business to the next level – this requires developing a platform for public speaking and offering executive workshops. Not quite sure how to do this. (How do I become the next Jay A?)
193. I need to reevaluate my present business and determine if I am in the right business. Right now everything is too centered on me. Want to develop other revenue streams. This has taken longer than I wanted even though I have some things working.
194. I need to refine the stargety and make it clear – that is what is lacking still.
195. I need to strengthen my vision and plan an overview.
196. I recently relocated my business to a different state and have had problems finding a marketing strategy to effectively break into the local market.
197. I run up against cost constraints and I constantly am looking how to maximize the dollars we have. Given sufficient financial resources, an unbelievable stragety could be unleashed.
198. I see the phone calls as a random net of hope sent out across a group of people whom the majority is not even remotely interested in establishing a financial strategy.
199. I serve my current customers well, but don't generate new ones – I detest sales & marketing.
200. I surely could be more proactive.
201. I think the challenge for me will be deciding which marketing strategy or strategies to test based on a limited budget.
202. I think:if to restart from home or try again in a office.
203. I want to define it better, test it and apply it with success
204. I work in spurts, I'm hold clients up then helping mysef
205. I'm at the maximum patient load I can handle so I don't aggressively advertise. I want to branch out into life and business coaching and formulating a strategy to transistion into that without losing my practice.
206. I'm having trouble because I don't have a marketing strategy or plan. Nor was I ever taught one when I first became a loan originator. The banks simply show you how to take an application, teach you their programs/rate sheet and then kick you out on the street and say "bring in loans".
207. I'm not as strong on writing copy pieces – I wish to use PR and other releases as well as articles etc to make myself the standard in this industry –
208. I'm not getting our message in front of enough companies that will take it seriously. I believe I really need more testimonials and referrals – some more powerful marketing pieces – and more creative methods for getting these in front of the right kinds of prospects.
209. I'm reactive, have trouble implementing a consistent plan.
210. I'm trying to figure that out. This is a new business venture and I believe that I just haven't done enough testing yet.

Question 20. Do You Think You're Having Trouble With Your Business or Marketing Strategy and if so Where, How and Why?

- 211. I'm uncertain how to use the marketing information I've acquired to grow my business
- 212. I'm whole heartily sure. We lack a consistency.
- 213. I've always just reacted.
- 214. I've been working on a USP, and think I've got one, but haven't tested it yet. Of course our biggest problem up till now has been the quality of our product, and that if I don't believe in it, I can't sell it.
- 215. I've lost so many databases over the years. Each time I had a computer crash, which has been about once a year, I lose that year's work.
- 216. Identifying prospects, cold calling and follow up
- 217. If anything it is a balancing act on how to spend to allocate our meager financial means effectively .
- 218. if I knew I wouldn't have a problem
- 219. If I knew these answers I wouldn't have a problem.
- 220. If there is a problem, it's in us thinking there is a magic marketing cure. Our experience has shown us there's not, and there's no substitute for hard work (read methodically putting the components in place so that a tactic works reliably and consistently). Instinctively we know there's a breakthrough out there for us, but we'll only find it as we discover what works for us. We think many of the things we've done (and will do) will have a cumulative effect to create the breakthrough we want. And by breakthrough we mean a suite of system backed tactics which have the synergistic result of leaving our competition totally in the dust.
- 221. I'm learning the skills. My content is good.
- 222. Implementation
- 223. Implementation
- 224. implementation
- 225. Implementation and control due to resource limitations.
- 226. Implementation and follow through because of time constraints.
- 227. Implementation questions
- 228. Implementing the strategy most likely because it is not properly defined and planned out. This is because I haven't taken the time to sit down and think about it and partly because I'm not quite sure how.
- 229. In all areas. To attract more people, to have better advertisment, to work on the Internet. Because we still do not have a lot of knowledge in the marketing area, and we still do not have a lot of money to spend more in this area.
- 230. In all facets, by not having a consistant plan and strategy, mostly because I feel overwhelmed with doing all of the business activities daily.
- 231. In expanding into new niches
- 232. In getting past the gatekeeper and, rarely where I do, being referred to a bookkeeper who feels their job is threatened and, therefore, will recommend against it.
- 233. In many places we are having problems. The primary issue is that each part of our multi-national company goes to market in their own unique way, and using many different brand names in the market. As stated in (18) above, we are in the process of developing a new go-to-market strategy for our overall company-wide set of products, services and solutions into the China market, which will be our key Asian market focus going forward.

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- 234. In Not reaching the masses of people. Not being effective enough. Not creating enough interest.
- 235. Inconsistency.
- 236. Inconsistent results
- 237. Insufficient follow through
- 238. Insufficient written explanation to customers as to how dietary supplements work. No brochure for existing customers to share with friends, etc.
- 239. It does not work as well as we would like but we are not sure why.
- 240. It doesn't have consistency, often changes to meet cash flow needs, and also – in spite of efforts to guard against it – upon my personal moods and whims.
- 241. It has not been revised much over the years because it has been working without too much change...though I am sure it could be much better with some serious review.
- 242. It is improving, but we are still in the development stage.
- 243. It is not clearly defined therefore direction is unclear.
- 244. It sounds to me that someone like yourself could transform my business into a cash machine, but I personally don't know where to go with the marketing.
- 245. It's a hard service to sell; hard to convince the buyer of the added value since the cost of our service is tangible but the benefits (in the form of more efficiency or productivity, or smoother implementations) are not.
- 246. It's been decidedly non-dynamic, and a new individual has been hired to make it more dynamic
- 247. It's just too much patchwork what we do with too much trial and error.
- 248. It's non-existent
- 249. It's not a long term perspective, and really it isn't a business, just a form of self employment, and is dependant on my time
- 250. It's not clear and it does not generate enough sales
- 251. It's not getting us where we want to be.
- 252. It's not working. Partly, there is no history of success for children's ebooks or small press treebooks. We are in new territory.
- 253. It's pretty much non-existent. Just doing the day-to-day without strategizing.
- 254. It's so unbelievable in a cynical world - some prospects can't believe it
- 255. It's my execution of the general plan due to little funds. How do I merge with a stronger partner?
- 256. Knowing how to move out of the standard format of marketing to something that is highly relevant to what I am selling'. It seems that all educational / tutoring systems follow a similar pattern. Large difficulty in getting prospective clients to pay at an appropriate rate for excellence in service. Market seems to demand 'the cheapest'.
- 257. Lack of a sustained cash flow
- 258. Lack of a clear vision of what needs to be accomplished and the time to put together a strategy.
- 259. Lack of a definition in how – now that I'm aware that there are supposed to be differences – all strategies and tactics (business, marketing, sales) interrelate and integrate.
- 260. Lack of buy-in from sales and finance.

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- 261. Lack of capital to try different strategies.
- 262. Lack of cashflow funds restricts advertising and internet improvements.
- 263. Lack of consistency, poor cash flow
- 264. Lack of education, on marketing.
- 265. Lack of execution
- 266. Lack of financial & people resources
- 267. Lack of personnel and lack of time
- 268. Lack of resources financially.
- 269. Lack of sales; not sure why
- 270. Lack of time, caused by a lack of focus, caused by a lack of strategic initiative
- 271. lacking a viable strategy
- 272. lacking proper and complete knowledge in the areas of analyzing the market, what the market wants, how to appropriately advertise
- 273. leadership
- 274. Like I said before: the main problem is response rate's that are awfully low.
- 275. Little consistency in efforts of sales staff in development of business leads.
- 276. Location of accounting business, small town atmosphere.
- 277. Long term planning being sacrificed for short term need for profit.
- 278. Loosely defined, badly implemented because of lack of clear thinking about that.
- 279. Mailshots is a tricky one, we did not manage to find a great method, don't know where to find good databases and companies that do mailshots efficiently. The rest of strategies work fine
- 280. Main vendor is also main competitor.
- 281. Maintaining flow of sales, cashflow, next job coming from
- 282. Making it up as we go so, still working out what works so lots of refinement needed
- 283. Management is still caught up in trying to transcend the here and now. Back-up plans have not been explicit.
- 284. Market Positioning - Helping customers to perceive a difference between my company and that of others I compete against.
- 285. May be it is because we are building the business and trying to expand it rapidly
- 286. More depth of knowledge required together with time for implementation
- 287. Most of our promotions seem to start quite well but lose steam very quickly
- 288. Mostly execution
- 289. Mostly no. I have the most trouble creating the turnkey approach I'd like to use with my clients.
- 290. Mostly the time crunch that impacts any small business with limited people resources.
- 291. My concern is this: I have no problem interpreting what the company's business strategy is and then defining what the marketing strategy should be. I then have no problem with identifying the tactics we then need to use to actually deliver the marketing strategy. What I do sometimes get bogged down in is how detailed they have to be? Should they all be documented in great detail? Often the situation is fluid and requires a change. It then becomes a major exercise re-writing the

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- various pieces of the strategy. There is a time for writing & there is a time for action!
- 292. My friends think I am fooling them, the government think this is illegal
 - 293. My OfficeNOPersonalYES – being brand new, without much mentoring or coaching, I am learning everything the hard way...
 - 294. My partner is under the belief that marketing is an expense not an investment.
 - 295. My partners don't believe in marketing. They think it is a waste of time and money. Mainly because I have tried to teach myself how to do it and nothing I try works. Construction has long lead times for buying decisions and it is easy to get frustrated with marketing programs that don't yield immediate results and say that the money and effort has been wasted.
 - 296. My position is non executive the problem that the executive directors have because they are selling is that they don't devote sufficient time in developing the business. This is a resourcing issue.
 - 297. My results aren't what I'd like them to be. I'd like to have a lot of very low cost ideas to get things rolling,
 - 298. My strategy is not concrete enough. Sometimes I myself wonder I am doing it right or not.
 - 299. My strategy wasn't focused in my mind. It's a lot more now, after taking the weekend off to work on what I will do. I haven't been systematic enough. I haven't tracked all the metrics I should have. I haven't been thorough enough with integrating marketing.
 - 300. Nationally and regionally the market is sluggish and difficult to predict when an upturn will occur.
 - 301. Need a full company approach as opposed to individual efforts.
 - 302. Need a more integrated strategy based on a clearer business vision & need to stay focused on that strategy
 - 303. Need a plan, haven't had one before, haven't had a budget, and sell the idea to corporate or fund with local \$ that aren't plentiful
 - 304. Need a quick and easy way to establish a well documented strategy
 - 305. Need a reliable method to fight churn and find reliable, high grade customers.need methods to keep locations from listening to competition.
 - 306. Need expanded customer base, to expand sales volume
 - 307. Need help ... Can't find anyone who understands what we are doing.
 - 308. Need more clarity and development
 - 309. need more time to implement ideas, track results, test ads
 - 310. Need sa simple system to duplicate
 - 311. Need specific info. On target audience and how to reach it most effiently.
 - 312. Need to be more focused & diciplined
 - 313. Need to develop focus and execute
 - 314. Need to jstu put one together
 - 315. Need to see a broader picture, become too close, too "precious" about it all.
 - 316. New entrepanuer, lack of experience in business skills.
 - 317. No consistent plan, just react to demands of clients
 - 318. No coordination....too busy

Question 20. Do You Think You're Having Trouble With Your Business or Marketing Strategy and if so Where, How and Why?

- 319. No effective day to day plan for identifying our marketing opportunities
- 320. No just need more of it.
- 321. No marketing strategie at all limits exposure limiting, naturally, substantial growth in, especially, trying times since business depends on the import and export of products
- 322. No planning, No recording of results, poor implementation of marketing, poor consitency.
- 323. No real Marketing strategy
- 324. No real workable, proven by statistics successful marketing strategy other than basic actions.
- 325. No set plan...with a great opportunity to lock my company into the area as the leader for a long time to come
- 326. No solid strategy yet implemented. I'd like to reach more people and b e able to service more people more quickly. I feel that the more success stories I can create, I will then be able to do this. Getting started seems to be the hardest part. Getting enough positive feedback that will lend credibility and proof.
- 327. No strategy in place just allows me to float without direction
- 328. No strategy.
- 329. Not allotting the proper time to implement and review that strategy
- 330. Not at this time although everyone has trouble so it is a loaded question.
- 331. Not automatic and deep enough
- 332. Not being able to attract a large number of prospects who are willing to pay for my service
- 333. Not being able to fill rooms.
- 334. Not brining in enough clients. I don't have a sustained strategy
- 335. Not clear. Need to take continual small steps to improve and get sidetracked. We are struggling to go from small company to next stage.
- 336. Not clearly defined strategies and lack of funding
- 337. Not consistent, do not seem to find correct approach
- 338. Not defined sufficiently for it to drive tactical activity which is consistent.
- 339. Not developed
- 340. not disciplined enough
- 341. Not enough confidence in anything I do
- 342. Not enough education but working on it.
- 343. Not enough experience
- 344. Not enough hours in the day.
- 345. Not enough knowledge.
- 346. Not enough money available for marketing.CPAs are restricted by state law in what our ads can say
- 347. Not enough money or resources to place myself in front of enough people, because of this, I often find myself choosing between marketing choices rather than using both in order to maximize the return for the dollars I have to spend
- 348. Not enough money to market effectively and widely
- 349. Not enough people in our pipeline and we spend too much time with prospects

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- that are not really ever going to make a purchase
350. Not enough people understand the benefit that working with us can bring to their business.
351. Not enough qualified prospects and therefore customers. Finding people/organisations that genuinely want to reduce costs and/or increase revenue using IT.
352. Not enough referral business, method to contact past clients needs to be more effective, I'm not sure how to improve my business strategy.
353. Not enough time spent and not enough revenue generating
354. Not enough time spent on it
355. Not getting enough exposure, and not getting enough clients. I think that I need to restructure my business into seminars and audio programs.
356. Not having one, not having a sense of how to define one.
357. Not implementing and following through on the items I believe I need to be successful due to not being sure out to.
358. Not in trouble. But in the works. Inspiration and perspiration.
359. Not knowing how to influence decision-makers
360. Not making money enough
361. Not reaching all the Insurance Co's wanted as quickly as desired. We have not had the focused laser guided process to capture the specific company.
362. not really clear on what target market to focus on: corporate? small to midsized businesses; sales people or network marketers
363. Not regular, or focused enough.
364. Not showing enough increased revenue or major gifts.
365. not sincxe w e've made the changes apove
366. Not spending enough time implementing it
367. Not staying in the front of minds
368. Not sure how to execute, not sure who shuld execute it
369. Not sure that I have differentiated them before. Now asking myself more carefully 'what is my business strategy' and 'what is my marketing strategy'. Hard to step forward from the 'vision' and turn that into a business strategy that is powered by the marketing strategy that in turn is taken forward by the marketing tactics.
370. Not sure the best and most cost effective to bring in business
371. Not sure who my customers are and how to reach them as a target market
372. Not the strategy itself, but do not always implement it religiously as we should.
373. Not understanding how taking one action, is expected to lead to a certain result.
374. not well planned and not based on great insight
375. Not written.
376. Not yet formulated
377. Now that the killer initial master strategy I believe I have decided on is going to be implemented the only trouble I am really having is that having not been "here" before to get things started up without tipping my hand to every other me too company out there. Having to run slowly has and is going to be a real learning experience plus having to deal with patience for tactical testing being the most important element to deal with. Other than that, things I believe through testing of

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- my important overall concepts has gotten fantastic reactions. I know this because your materials have given me insight to the obstacles and issues other companies are dealing with which makes my business look very good.
378. Obviously, I don't even have one.
379. Office furniture industry is in a recession.
380. Ongoing client education
381. Only in the structuring and organization phase of getting our company operating much more efficiently. We have the very BEST product.
382. Organizing, defining (strategy/tactics) and implementing. We are just getting our new company started. We moved into our new offices yesterday, and the phones go in on Friday.
383. Other people often don't agree with my ideas
384. Our agency program was able to sign people as agents, but we have no program or system to motivate and train the agents who are across the country. Thus they have not performed. Our marketing through the Buying Groups (BG) is bearing some fruit, but our conversion rates are too small. Royal has 1600 members and we have email 700 of them 4 times, and faxed 500 of them 4 times, and call a few more, but we only have 2 signed and 7 that are sending the agreements.
385. Our approach is sort of scatter-gun, we don't have enough time to implement it as specifically and properly as we'd like...and we aren't committing enough dollars to the effort.
386. Our biggest problem has been cashflow and financing growth but we have a strategy to solve this. In addition, it takes a lot of time to build a new strategy and get buy-in from key staff.
387. Our business is difficult because no one can argue truthfully that health is the most important thing that we have. We as doctors who like to prevent disease and be proactive are often faulted and judged by the misinformed American and are often made out to be the bad guy as a result and people don't get the service that you provide. It is easy to get off purpose in this setting and therefore energy runs down and lack of drive to implement things results. We work hard to stay on purpose.
388. Our clients are mostly foreign companies having the new technologies we have to promote or support, however, we are not able to obtain enough domestic companies as our clients.
389. Our company owners and directors have a closed minded view of marketing. Our VP of Sales knows we need to change but is constantly hitting a brick wall with the owners. The owners have their opinion of how to market and higher people who agree with their vision and understanding; and those who will implement.
390. Our direct phone contact does not pay off as good as it should. When people call in we have an 86% closing ratio. This great, but mostly small 50 to 200 dollar sales. Us Call medium to large account & getting is tough.
391. Our main problem is to convert prospects to customers. The second biggest problem is that we don't know, what our customers really want.
392. Our Market Strategy still needs to be more clearly defined. By doing more research and having a better relationship w/ our core audience. By this will stronger idea of the direction we must move in as well as a clearer vision of what our market is ready for.
393. Our problem is getting in front of decision makers for Telecom services (typically IT Director) as it can be a complex sale it requires a face to face sales call.

Question 20. Do You Think You're Having Trouble With Your Business or Marketing Strategy and if so Where, How and Why?

- 394. Our strategy hasn't had the first steps as "easy / momentum building"
- 395. partners reluctant to meet to develop one
- 396. People are reluctant to change. How to manage effectively my sales staff is very difficult. How to keep all on the same page?
- 397. -Planning an effective prospecting presentation and campaign to get the interest from prospects to want to become involved in the business.-Reaching the right target audience and getting their attention. Avoiding resorting to cold calling when I have no referrals to follow-up on.
- 398. Planning, budgeting and pricing.
- 399. Poorly defined and reactive
- 400. Possibly because we do not think strategically
- 401. Preparation for the implementation: building the tools that make the strategy work, because it is a neverending process. Every day I see a better solution than the day before. And it always means that extra plan activities and tools must be done.
- 402. Primarily in the implementation phase. Sometimes I have difficulty deciding which of the hundreds of strategies and tactics I learned from Jay. I know any number of them will work, but I am not sure which ones to test first. This can lead to procrastination i.e., paralysis of analysis. However, I think that you are starting to provide solutions to this problem by bringing in implementation experts like Hallman, Lemberg, Dudeck, etc. They were really helpful. Thanks.
- 403. Priorities
- 404. Prioritizing opportunities
- 405. prioritizing our 'pillars' because of financial restraints
- 406. Probably not focussed enough
- 407. Probably have never got to the clearly defined strategy level. It seems elusive with constant changing of all parameters
- 408. Problem of how to increase business in such a negative environment
- 409. Productivity and competitiveness in light of global competition
- 410. Profile not high enough Closing lump sum sales beyond hourly rate Position to taking on larger contracts and managing them
- 411. Prospecting and getting in the door.
- 412. Putting it all together in a coherent system
- 413. Reaching larger groups of potential clients.
- 414. Reactive mode, driven by bad news, Procrastination and lack of self confidence leads to massive problems
- 415. Resources
- 416. Sales and distribution.
- 417. Sales material doesn't seem to work. My direct mails aren't working.
- 418. Sales not growing despite all efforts
- 419. scatter-shot-don't know what to do
- 420. Seeing the forest for the trees. I tend to make it more complicated than necessary.
- 421. Seeing the path between where I am now and where I want to be – having difficulty seeing the middle bit. I can see the next two years path but after that it is

Question 20. Do You Think You're Having Trouble With Your Business or Marketing Strategy and if so Where, How and Why?

- a little cloudy.
- 422. Should have achieved a higher marketshare by now, but listings must actually sell before any income is realized. I am probably focusing on the wrong target market. Rather than being geographical in nature, perhaps I should be targeting transaction size (sales price) more intricately.
 - 423. Should have more customers, less dependence of top few.
 - 424. Since we are in recession, there are no active leads to work. Marketing messages and lead generating activities are not producing leads
 - 425. slow growth, but we know that will change as we are going to be implementing some of Jays suggestions
 - 426. SoCal way too ineffective to be worth it, looking for a better way. In Denmark I need to take it to a new level and need to know more about e-business
 - 427. Some of our competitors confuse activity with accomplishment—that is, they will continue to lower price to attract business with no thought to profitability
 - 428. Sometime,
 - 429. Sometimes, when I wonder if people are really concerned about preserving their health and overall wellness – or whether it's more beauty and vanity bove everything.
 - 430. Spending too much
 - 431. Starting a new business and building a client base with few referrals, ie building a reputation and credibility.
 - 432. Still do not fully understand the BIG PICTURE on strategy. Have developed strategy to the extent I understand how to. Need greater understanding on how to put all the pieces together... from master business strategy, to master marketing strategy, to command strategies, etc.
 - 433. Still experimenting with how to build this strategy. For now I'm trying a few things repeatedly over the next few months since there are soooo many ideas.
 - 434. Still forming, and understanding the market needs and what to address
 - 435. Still in start up phase though.
 - 436. Still planning but I can see that I need a strategy before I can finalize my tactics.
 - 437. Strategy could be more effective
 - 438. Strategy is good. Execution needs some work.
 - 439. Sustaining a back end
 - 440. Systematic methods in most business aspects, strategically implemented.
 - 441. Systemized procedures need to be better adhered to.
 - 442. Taking the time to write (I have the Jay form of A.D.D. I want to feel excited not all bogged down) I can do it but I will usually talk in stead of write - It is my goal the year to change that -this
 - 443. The "LOWEST COST" mentality drives the buying of foundry products by domestic customers offshore because countries like India and China etc. having become members of the WTO are flooding our markets with pricing that is below anything that domestic foundries can tolerate. This practice drives many domestic foundries into bankruptcy and leaves the equipment suppliers to the domestic foundries fighting for a constantly shrinking pie.
 - 444. The big problem is implementation of the wonderful ideas I got from Jay's seminar
 - 445. The biggest problem can be the identification and deployment of the "right" marketing vehicle given the limited resources available.

Question 20. Do You Think You're Having Trouble With Your Business or Marketing Strategy and if so Where, How and Why?

- 446. The business is growing fast but for all the reasons in #19, too reactive.
- 447. The daily fires to be put out to save business (and survive) takes away much of the time we need to be spending on the development issues. It takes too long to make the changes happen
- 448. The economy is in a slump or worse. The products we sell are not needed for everyday living. People don't need art and will not consider buying it when they are concerned about where the next meal is coming from or if they are going to have a job next week. We are attempting to concentrate our shows in areas where the economy is having the least impact on people's lifestyles. There aren't enough of these areas right now.
- 449. The ideas I have begun implementing have not had time to blossom. In six months, an entirely different picture will in all probability prevail.
- 450. The long term emphasis KILLS our short-term cash flow.
- 451. The pain/pleasure that converts a qualified lead into a customer can't be predicted yet. Therefore, our marketing message is still in the test mode. As stated earlier, we are in the startup phase. We're testing, refining, testing, honing, testing.
- 452. The prices are continuously falling and the customer is not ready to pay better price for superior value.
- 453. The problem I face with my business and marketing strategies are that it takes careful planning and strategy to put an effective and solid plan in place. Currently I am experiencing a great many conflicting and necessary duties which tend to pull me away from the planning process. I have to get some of the duties off of my plate and find ways to delegate or streamline the other duties I have been performing.
- 454. The short time growth is too low. Maybe I'm too impatient.
- 455. The staff are difficult to motivate
- 456. The subscriber base is growing, as are both top and bottom lines, but our service is being commoditized – particularly with the consumer segment. That will lead to serious difficulties down the road.
- 457. The trouble I have is due to restraints of time and manpower. As soon as I have more people to delegate to, I anticipate that I will be free to spend more time working on the strategy, vision, etc. However, even now, I think I put in much more than the average business owner. Every Friday and Saturday night I follow a routine where I step back and analyze my business, what I accomplished the past week and plan the next week in accordance with my overall strategy.
- 458. The trouble is that it isn't a well-developed strategy in the real sense of the word. You might say that opportunism is something of a strategy but it doesn't endure over the longer term.
- 459. There are pieces missing from the Marketing Plan and there is no overall business plan.
- 460. There is coherent strategy.
- 461. There is none
- 462. There is not one in place
- 463. There must be one simple thing I can do constantly that achieves the same good result everytime
- 464. Things are going Ok, however there is ALWAYS room for improvement
- 465. This survey has revealed many areas we need help in and room for improvement.

Question 20. Do You Think You're Having Trouble With Your Business or Marketing Strategy and if so Where, How and Why?

- 466. Time and Money
- 467. Time and resources. So many details to get it right. Overall, though I feel good about it.
- 468. Time to implement tactics is lacking. See previous answers.
- 469. To some extent they depend on market cycles, as the types of acquisitions I favor are best available during quiet or bearish market conditions.
- 470. Too early to tell
- 471. Too early to tell
- 472. Too little time, too many demands on me
- 473. Too much is dependent upon my individual time investment. I need more ways to market that don't necessarily include my time.
- 474. Too much time expended
- 475. Too much time working in rather than on the business. Poor prioritization
- 476. Too passive, not proactive enough, don't plan enough
- 477. Tracking anything other than online sales is difficult for me.
- 478. Trouble clearing defining benefits and how to contact correct market segment.
- 479. Trouble in formulating a coherent overall marketing plan. Trouble with implementing things effectively.
- 480. Trouble is I'm no longer satisfied where I am. I know there's so MUCH MORE I can be doing and I'm determined to learn it & do it.
- 481. Trouble with strategic –Business destination – where – which niches to focus onMarketing objectives – how (tactical) and why
- 482. TRYING TO BE DIFFERENT IN A LARGE MARKET
- 483. Trying to define what we really need to be
- 484. Trying to force myself to get out of the tactical mindeset and move to a strategic mindset is my main challenge
- 485. Trying to not be a commodity in the world of Realtors
- 486. Trying to reposition ourselves from just providing engraving services to providing personalization services.
- 487. Turning our efforts into dollars. We never seem to have enough resources to market and test properly.
- 488. Unable to get organized and motivated to implement all I've learned
- 489. Unable to grow...why?
- 490. Unfocused in terms of target audience ie provate or public schools? There aaren's many companies offering similar products or services
- 491. Unfocused, difused and inconsistent
- 492. Unhappy with current newsletter format. Redesigning letters. Looking at new design package to incude better "feel" with colors. logo etc
- 493. Unnsure on where to start
- 494. Very competitive industry, price and financing are the primary focus points of buyers
- 495. Very hard to convince people that we're better, as in our business anyone can promise or say anything, and there is no regulation to prevent it.
- 496. Vision or USP, trouble communicating what it is I want to do to employees and

Question 20. Do You Think You're Having Trouble With Your Business or Marketing Strategy and if so Where, How and Why?

- getting them to follow
497. We are doing OK but no where near moving our business and ourselves to extreme wealth
498. We are having a lot of trouble. There is no long term vision or strategy, other than build and sell the company.
499. We are having trouble figuring out which host-beneficiary relationships will work and how to implement them in a cost-efficient basis
500. We are in a transition from testing our technologies to marketing them. We must ensure that this transition builds the company.
501. We are looking to do more work in USA, UK and Asia. We use our web site and other companies web sites to generate the overseas enquiry. We really want to build this overseas aspect.
502. We are not focused , what we do is knee jerk and not consistent. Why because as the owner I get distracted with other business issues.
503. we are not growing
504. We are not known by everyone as the physical/mental fitness experts in the area.
505. WE ARE TO RATE DRIVEN. WE LOSE DEALS BASED ON RATE ONLY
506. We aren't trying to grow or expand.. there is a lot of fear about growing too fast and losing everything. We tend to play it safe.
507. We can't seem to compete with the small brokers who have next to nothing in overhead, or we can't compete with the bigger players because we lack the physical resources they have i.e. trucks, facilities, etc. We seem to be stuck between being small enough to lower fixed costs and too small to handle the big jobs that require resources to handle. Where do we go from here in a shrinking marketplace?
508. We do not do enough of marketing because the person who is responsible for it does not have enough time to devote to this activity
509. We do not have a defined marketing strategy which is obviously a major problem for us and is our single most pressing need.
510. We do not have a good marketing strategy at this time.
511. We do not have a strategy.
512. We do not retain a lot of our new clients, and for the past 2 years our business has gone down 20 to 25%
513. We don't formally plan out the strategy enough. I don't pull myself out operationally to do so.
514. We don't have a real professional plan
515. We get stuck dealing with the day-to-day problems of our customers.
516. We have a "Huge" website launch planned, with unpredictable inventory build up needs
517. we have a great solution for a very tough problem and a huge market, but we can't get our message to the right party at the right time.
518. We have just implemented Dream 100—but I don't feel like we have focused enough on bus strategy—it is not crystal clear
519. We have no written strategy and do everything ourselves. We have not Business Systems in place .
520. We have not yet reached that point yet as we have to decide on effective marketing strategy and implement it successfully.

Question 20. Do You Think You're Having Trouble With Your Business or Marketing Strategy and if so Where, How and Why?

- 521. WE HAVE PLENTY OF IDEAS, HOWEVER COOSING AND IMPLEMENTING THEM CONSISTANTLY IS MY CHALLENGE
- 522. We havegrown by leaps and bounds in the last 3 years, but before increasingprices as much as I would like, I want to build the demand to greaterheights.
- 523. We haven't made marketing a big priority. We don't really have one. We are also lacking the experience to really put one together.
- 524. We just do not have a marketing system in place. A little here and there when time allows.
- 525. We need a better way to obtain sales affiliates in smaller communities.
- 526. We need better focus and better measurement of results. Our information systems are not linked, making the analysis difficult.
- 527. We need to clear some legal matters that do not allow for an aggressive campaign. We are starting, therefore most of systems, policies and strategies need to be developed from scratch. Polish market is a dishonest market, therefore some methods that work well in the West, do not exactly have the same positive impact in Poland.
- 528. We need to create a good one. We've been so busy with our lawsuit and with product development, we haven't gotten to marketing yet.
- 529. We need to find opportunities for less labour intensive input for business development – reaching the right clients with effective reasons to do so. In particular if via email, do not want misconceptions of spam.
- 530. we operate with very liitle funds
- 531. we really do not know where business comes from
- 532. We run into problems obtaining and sustaining products and maintaining inventory since 9-11.We have contended with security issues related to viruses, worms, bombs, hacking, etc that have required modification of efforts.The local area has been re-developed at the same time as these attacks so we had to refocus overnight on mail and other direct strategies to sustain and develop business.
- 533. We seem to be fumbling around here.
- 534. We're always scrambling to get out a new release of the software, get out a fulfillment of CD,s to subscribers, Make Payroll, It is hard to make the time to drain the swap when I am fighting off the alligators.
- 535. Well, like others I have tried to learn from Jay's work. But most of the attempts are at tactical level, meaning trying to implement this or that strategy.
- 536. When we started the company, I wanted us to build a business plan, complete with a vision we all believed in and a mission we all executed. That all got tossed aside. (Remember above? No support and too much support.)
- 537. Where - hard to tell since we don't really have a strategy!How - trying to use tactics instead of strategy - swatting at those alligators instead of building a pen for them.Why - time, entropy/inertia, time, too many of those gators
- 538. Where – me at the top. how & why – lack of knowledge and time.
- 539. Where and when is it worth it to spend money on marketing
- 540. Where to do it, when dto do it and how to do it. Basically a twit in marketing
- 541. Where: acquiring new customers. How: ? Why: Trouble with defining a niche and attractive USP.

Question 20. Do You Think You're Having Trouble With Your Business or Marketing Strategy and if so Where, How and Why?

- 542. Where: Publication How & Why: competition from free sources.
- 543. Where: we don't have a clear marketing strategy, maybe we need to hire a professional to do that. How: haven't spent enough time in this area, Why: not enough manpower, financial resource and lack of faith in many marketing approach.
- 544. Where...Every part of my business. Why? Simply I am lost in information and honestly have no idea where to even begin to get even average results.
- 545. While operations is well set out we really do not have an holistic approach to selling the concept to prospective operators
- 546. With reaching potential customers because I don't have effective strategies in place using marketing tools such as ads, scripts and sales letters.
- 547. With the people that I deal with, my orders aren't as large as I'd like them to be, but I don't know how to crack the corporate world
- 548. Would ideally have someone in mind even before I purchase a property or at least during the fix-up phase.
- 549. Would like to target mailings that will grab doctors, would like to form personal relationships with doctors and other higher level people involved in health but don't feel confident I can get in the door, and even if in the door don't think that I can "sell" them on us easily
- 550. Yes and no – I think the education-based approach is sound, but our execution needs more work
- 551. Yes, I need help on putting a system in place. I need to research that some more.
- 552. Yes, I think we have been having trouble, which is one reason that I chose to attend the recent Mastermind Marketing Seminar. Foremost, we are under-capitalized and under-staffed, and have felt we had to market fairly conservatively. In addition, we are introducing a new type of service which clients are previously unfamiliar with. I had no previous formal experience in marketing or selling, and have been piecing our strategy together as I've gone along. In addition, as our "new" service evolves, we learn new elements of the kind of value our clients both need and experience.
- 553. Yes, I'm having trouble deciding exactly which target markets to concentrate on and exactly which products to highlight.
- 554. Yes, I'm just starting with this now and will implement an entire plan to propel my business forward with a built in format for growth
- 555. Yes, well, I HAD trouble. 3 months ago, I basically didn't have a strategy, or even an overall business plan. I had a handful of tactics that I didn't use on a consistent basis, which were: build your skill, gain credibility/reputation by entering juried art shows, and then take the world-class art galleries by storm. The trouble with this approach is: negative cash flow (MAJOR problem!)
- 556. Yes. While we have many programs in place which we are certain should be pulling new patients to our practice (We have taught many of our strategies to other chiropractors who use them very successfully) we are not getting the results that we expect from our efforts. The why in this is something which eludes us and our coaches.

Question 21. Does Your Business Have A Solid Growth Strategy in Place?

Question 21. Does your business have a solid growth strategy in place? If yes, describe what it is.

Total: Yes 221, No 470

Additional comments:

1. 1 mil in revenue by 2005, then 20% per year
2. 1-2-3 \$80K in 1997 - \$500K in 2001, on track for \$500K in 2003 with 2002 at \$270K
3. 12MM run rate in 03, 24MM run rate in 04, 36MM run rate in 05, and 42-45MM run rate in 06
4. 15% per year and at a decent profit. That is the plan...no tactics, let alone strategy to get there.
5. 25-50%/year.
6. 5 items mentioned earlier
7. 5 year growth plan – mostly by mergers
8. 50% organic, 50% through acquisitions
9. 8 income streams
10. A Need to do
11. Achieve 50% earnings growth per year.
12. Acquired lists of qualified prospects. Contact prospects by phone or leave voice message that they can get a free booklet I've written describing the benefits & advantages of telemarketing plus a joint venture. Perform an analysis of the company which responds to my booklet to determine, in advance, if telemarketing could indeed be profitable for the company. When telemarketing operation is beyond the "start up" bugs, I will expand it by hiring more professionals and improve productivity by combining Jay's strategies with the one's I've personally developed.
13. Add more good salespeople, and that should add more clients.
14. Adding pillars is my strategy and AI have two I am working on.
15. Again, we are totally reactive
16. Aggressive expansion.
17. A little. We just implemented a commission program that everyone from bookkeeper to janitor can participate in.
18. Always on the lookout for new businesses in growth sectors of the economy.
19. And it is a nightmare.
20. As I build a team, I am promoted to different level in the business – associate PFA, senior PFA, District, Division, RVP, Senior National Division, and owning your own baseshop.
21. As more and more procedures are refined. There can be more "automation". As this occurs, will hire employees/contractors that can perform these more simplified tasks.
22. as we think our growth could be a bit faster, we are redesigning our strategy to include some of Jay's recommendations regarding things such as using another

Question 21. Does Your Business Have A Solid Growth Strategy in Place?

- store's "inactive customer list
23. At the corporate level we are acquiring banks and building additional revenues through joint ventures.
 24. Being honest it's a no
 25. Beyond certain goals for 2003, the growth strategy is very fuzzy. For 2003, the growth strategy is to organize and facilitate 2 Executive Round-Table peer groups; to take the revenue from this effort and hire admin help; to use the momentum, lessons learned and systems developed and documented to figure out how to bring others in to conduct RT groups for my company.
 26. Build internet sales and hire a commissioned sales person to get to fraternities and sororities.
 27. Build more links, attract more web traffic, close more loans.
 28. Build number of agents in the office to 3, then open second office, with aim of 'triangulating' the area with 3 offices, all with three full time realtors.
 29. Building on strategic partnerships with other firms
 30. But I'm working on one.
 31. But we are working on it.
 32. Capacity to grow is limited by the number of advisors and our marketing capability we are recruiting using recruitment consultant's agents and they are being as a percentage of the financial advisors first year sales. We will continue to market into the corporate sector as we have described and develop a range of programmes for the domestic market.
 33. Campaigns pays every year.
 34. Concentrate marketing on segments with greatest potential, for us: universities, hospitals.
 35. confidential
 36. Constant new product introduction, co-branding partnerships with several large companies
 37. Continually increasing the amount of marketing we're doing
 38. Continue to build market share through our sales and marketing activities.
 39. Continue to cultivate new clients into community partners
 40. Continue to cultivate realtors, attorneys, stockbrokers, financial planners—anyone who can direct a prospects decision about their mortgage financing
 41. Continue to expand our presence – on the internet by reciprocal links and better placement on Search Engines – and in the Public consciousness by conducting seminars and receiving media exposure, as well as word-of-mouth and referrals.
 42. Continue to grow profitably.
 43. Continue to service our customers with care, review our business model every six months for needed changes, continue to look for new products and services to offer our customers”
 44. Depending on the willingness of subcontractors to devote time to sale my competences
 45. Desperately working on it.
 46. Determine at what rate we want to grow, determine what conversion percentage we get from our materials multiply that by how many contacts we need monthly/ daily to achieve the rate of growth we want

Question 21. Does Your Business Have A Solid Growth Strategy in Place?

47. Develop the Business Development Plan Roll it out to a well managed sales team
48. Developing around partners for supplies and establishing a stronger environmental certification process that will differentiate our products.
49. Developing at least one new line each year.
50. Do more of what we already do.
51. Dominate relationship with key New Car dealerships w/ out a Body Shop. Strengthen Insurance Direct repair relationships as well as build new strategically chosen ones. Proceed with advertising campaign, make it more compelling for more customers to do business with us and make it more convenient to do business with us (Add'l locations, Estimating Centers, Pickup and Delivery). Acquire key competitors
52. Each year grow by 25% and cut overhead by 10%
53. Entering a new market in the early days, getting a head start.
54. Exceed growth with current product and in license new one to fortify portfolios
55. Expand my base of personal coaching clients, provide group workshops, work into "payable" seminars, write & publish articles and books on personal development, develop programs on personal development
56. Expanding from ecommerce only to print catalog, direct response, and direct mail.
57. Extremely aggressive growth from almost unknown to household name in less than 2 years. From low revenue to hundreds of millions of dollars in same time frame.
58. First to transition from a refinance to a resale sales organization before rates move up and it's too late. Recruit only top sales people and offer them market pay with value added reasons for them to work with us.
59. Focus on clients objectives
60. For years I had been attempting to build a sales force of three or four, but I never seem to get past two.
61. Get long term contracts and hire 1 employee Broker selling technology or IP for commission Cross-referral percentages Close high value lump sum contracts instead of hourly Increase hourly rate from \$140 to \$200
62. Get sales, build sub-licensees, get the system right, then expand interstate
63. Good mix of new products, new geographic (international) markets and new market segments
64. Grow 10-20% per year, based on my personal time investment.
65. Grow business thorough internal cash flow at rate of 20% per year.
66. Grow by at least 25% per year
67. Grow by development of market segments
68. Grow one local unit and duplicate that unit throughout the USA.
69. Grow only as fast as revenue will allow
70. Growing the business
71. Growth through customer referrals.
72. Growth without taking risks
73. Have moved from doing almost exclusively exterior work to 50-50 and will move to 85% interior this year
74. Hire and train PR and marketing personnel on an ongoing basis, track successful

Question 21. Does Your Business Have A Solid Growth Strategy in Place?

- actions and keep them in while piloting new actions and determining whether or not to add them to our list of successful actions. Continue to upgrade the training of new and current PR and marketing personnel and link pay to performance, eliminate those who cannot perform to minimum standards. Retain current clients thru quality of service and ongoing relationship building.
- 75. Hired a marketing, networking individual with excellent skills and results. Not able to support him in salary (competitive), business material and time allocation.
 - 76. Hoping to grow it at least 20 percent annually per current indications. But would certainly like to up this figure and by using Jay's strategies would like to see it increase by incremental leaps and bounds
 - 77. I am looking for about 10 to 12 customers on a contingency basis. Once I am at this level, I will become very selective and will only look for customers to replace existing customers that leave or become less attractive.
 - 78. I am looking into more networking opportunities
 - 79. I am using a more active and focused approach to my ideal clientele.
 - 80. I believe we need help in taking a magnificent possibility for growth and harnessing it into a solid growth strategy.
 - 81. I certainly do. I am shooting for a minimum volume over time at a minimum gross profit rate per unit. That is my guideline and my measure of success. My strategy is based on multi channel distribution and by positioning the product by brand and usages.
 - 82. I continue to write new products and continue to develop the relationships with customers and JV partners
 - 83. I have just recently developed one. Overall growth would be generated through first becoming a mortgage banker instead of a mortgage broker. My first goal that I am trying to realize is to close at least twenty one loans per month so that I can become a mortgage banker with my own warehouse line of credit. This is the single most important goal that will help increase my revenues.
 - 84. I perfect my marketing strategy and supporting business processes in the next 12 months. Document and/or program everything. license the entire marketing and fulfillment process to independent agents nationwide.
 - 85. I use multiply products lines and different price points to produce an hourly rate that when aggregated gives a higher hourly rate than a client can see.
 - 86. I will bring on other agents to deal with B, C, and D clients and I will focus on A's with exceptional service
 - 87. I would like to answer yes to this question because we do have a strategy in place which directs us to build and grow from within through referral systems and to also work on increasing our outside exposure through community based and business programs which introduce our services to prospective patients BUT, our efforts in these areas have failed to produce results. We seem to be great on the idea and concept end of the equation but fall flat on implementation.
 - 88. I would like to say yes but it needs to be stronger. We intend to do more of what we are doing but free up our physical time by hiring an associate so we can go out and promote and work on the practice instead of in it all of the time.
 - 89. I'm getting it in place at the moment
 - 90. I'm working to double my site traffic every 2-4 months. I have just launched a 2nd site similar to the first to accomplish that. I'm continually increasing the reciprocal link exchanges for 4 sites now.
 - 91. I've described it previously in this survey. Build on expertise and referrals. Build

Question 21. Does Your Business Have A Solid Growth Strategy in Place?

- based on growing reputation.
92. I'd say "NO". We've been doing the same thing for many years and we're still around
 93. If I do more of what I'm presently doing It will Grow, I need to do more, read-study less
 94. If I start, have more opportunities on market, and may be I use it for myself: buy an apartment more...
 95. If there is growth we could gear up to meet the demand however we have a spiraling down turn that i can't seem to stop
 96. I'm too new- just beginning
 97. In development stage
 98. In fact, I have no immediate plans for growth. I enjoy doing the database programming work as well as working consultatively with my clients.
 99. In order of priority: Research the market opportunity, the current suppliers to that market, potential competitors, strategic partners, target markets, and developing attractive offers
 100. In the first 12 months achieve target sales results and establish referral base. Once 12 month target is achieved put on sub licensees and train to start earning passive income using MLM.
 101. Increase my business by 20% each year
 102. Increase the number of our technology transfer partners and distributors by 6-10 per year. Develop ways to help our distributors to sell more of our products and services
 103. Increase volume and repetition of marketing communications to target market, request referrals regularly, utilize industry pr channels to increase product awareness
 104. Increasing knowledge and expertise through continuing education and networking.
 105. Integrate forward and backward and offer clients and prospects a single stop shopping opportunity for all their facilities needs vs. requiring multiple vendors at multiple margins to do the same things
 106. It is a new business, so still in the strong growth phase
 107. It is okay, but could use some work. Currently the growth strategy is to increase our dealership network through hiring more sales reps to sell our products and services to dealers. We are also working with rep firms that can sell the product regionally and get face time with dealers.
 108. It is tied to the parent company...I believe that they have a well thought out plan for the next few years with long term objectives that I feel are in harmony with where I would personally like to go with my independent team...with their current things in place I can grow at over 1000 people a month, and maybe more, and I feel that when as the company grows and implements new ideas that my business will grow accordingly, because when I am given something to sell of integrity and great value, all my gifts come into play in a positive manner
 109. It is to reap the benefit of the force multiplier, rethinking inside the box by creating more combinations and permutations of all the tactics that are available, adding to existing methods wherever and whenever possible in the most cost efficient manner possible.
 110. It would be fair to say that we don't have a growth strategy in place. We have

Question 21. Does Your Business Have A Solid Growth Strategy in Place?

- some ideas, such as opening an interstate depot (probably in Sydney) but before we did that, we'd want to be confident we had our systems tight enough here so that we could duplicate ourselves almost exactly.
111. It would be presumptuous to call our emerging strategy a "solid growth strategy," however I am confident that with re-building our marketing strategy and testing our marketing tactics as we go along, and continuing to exercise sound business judgment, we will be able to grow the business dramatically.
 112. It's a growth strategy in the sense of making our services more valuable to clients which justifies higher billing rates. There are intermittent efforts to pursue engagements that allow for retaining subcontractors but this is not really 'a solid growth strategy'.
 113. It's a monthly growth plan. It's with the end in mind which is \$500 Million in the next 15 years.
 114. It's in the early stages of development right now, as I type. The main strategy is to reposition my company from a market research firm to a knowledge infuser, a company that uses market research as a foundation to provide other complementary products and services that help our clients enhance their understanding, competitive positioning, and success in their marketplace. Ultimately, when we have several strategic alliances in place, and we have reports and other products/services coming out with frequency and reliability, we will progress to a subscription model, where people sign up for a series of reports, or an entire year of a service.
 115. Just make more sales??? Get to capacity and increase price! When confident make some info products or resell info products to my target areas.
 116. Just put to work, test and modify as needed based on stats every thing I've been planning.
 117. Leverage 1-2 key sites and grown word of mouth. Also use the web to establish mind share.
 118. License our business development package to Accountants, business advisors and people who want to do business coaching.
 119. Licensing/ franchising that includes a marketing system so license holders will be assured of students
 120. Like stated before: growing by attract partners that market en sell and provide them with good profit.
 121. Limited by time factor
 122. Look for areas to expand, and try to open a new facility every 18 months or so. Owning my own land and building.
 123. Looking to grow through Joint ventures in different markets
 124. Mail to more prospects - more effectively.
 125. Take what comes in through the door.
 126. Most of our products are already produced and can be easily distributed to customers (e.g. Books and Newsletter). The sales and fulfillment procedures are implemented and work efficiently. If needed there are companies providing e-fulfilling services we could use. We can teach up to 50 people in each seminar and we are prepared to give 2 seminars per month (=100 customers). All materials for the seminars are prepared and can easily be produced for a high number of customers.
 127. Most of the time I feel growth means more overhead and more work for the same bottom line results.

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- 128. Mostly it's into cost retrenchment
- 129. Move into cleaning markets that are not dominated currently by major competitors. Find ways of improving production in our more traditional markets to keep our costs close enough to our competitors that our value added abilities will make it worth the price gap if there is one. Our revenue goal is to grow 1.5m per year and improve gross margins to 27%+
- 130. My plan is to systematize what I do so that others can plug in—and play.
- 131. My strategy is to take on 1large turnaround client per year -
- 132. National, and International deployment program
- 133. National, and International deployment program
- 134. New markets have been identified with staged implementation planned, existing clients are a constant source of referrals and are reviewed for profitability and new service opportunities.
- 135. No but, I am trying to *automate* as much of the business as I can so that growth will be easier to achieve.
- 136. No strategy, but the program is so dynamite just mentioning what it does to save sellers money attracts customers for it.
- 137. No, because at this time, our China company and China/Asian operations is totally dependent upon support, products & systems from other external-to-China operations. At this time, there has been no consideration of how to help grow the China/Asian market. This is now in the process of changing.
- 138. No, I am an opportunist. I used to buy, sell and lease used computers – made good money, but that market has gone through some serious changes and I don't see the potential there like I used to. Now, I see great potential for software for small to medium sized businesses. I am still trying to find the better ways to "crack the nut".
- 139. Not a specific growth strategy. Right now our strategy is to first grow to generate one new job a week and then to work up to one new job each day.
- 140. Not as solid as I would like it to be.
- 141. Not solid. We certainly have growth goals, but not specifics of how we are going to get there.
- 142. Not solid: am defining now.
- 143. Not sure that it is all that solid!! But it has 3 elements – increase the number of retailers stocking our product; increase the no. of units sold by establishing product loyalty and by having an effective pull-through strategy.
- 144. Not yet, I am trying to develop it.
- 145. Now: working with associate partners Later: franchising
- 146. Offer new and upcoming services to the market as they become available.
- 147. Once I figure out the best approaches to gain customers and dominate my area, I plan to move on to other areas as well as market my system to others who'd like a turn-key business plan that wouldn't cost them tens of thousands of dollars to get.
- 148. One of the others would probably disagree, but I'd be hard-pressed to find it.
- 149. Only what I have implemented since the mastermind.
- 150. Open new geographic markets
- 151. Our aim is to grow our business to 3 times the size it is at present, within the next 5 years

Question 21. Does Your Business Have A Solid Growth Strategy in Place?

- 152. Our first aim is to survive and cover costs.
- 153. Our founders and managers say we do, but so far it hasn't been working. There was expectation that our hockey stick curve would begin to spike two years ago, but our marketing and sales strategies haven't supported the expected growth.
- 154. Our growth strategy is in essence to grow at a steady rate that we can manage with the resources at our disposal..
- 155. Our growth strategy is in two Phases Phase one is optimization of current resources and gaining maximum throughput from existing infrastructure. Phase Two involves a large market expansion and new market penetration with additional production facilities growth.
- 156. Our parent company does. They develop new products & they open in new countries.
- 157. Our Partner channel is working and taking on momentum. Our Ultimate ROI plan is taking route.
- 158. Permission marketing, growth by referrals of Open Source products & related services
- 159. Picking up a new client for myself and a new one for an associate every month
- 160. Promote to top 800 realtors in as many ways as possible to they understand that we are best option and start using us for their loans
- 161. Promoting free seminars where I show business owners what can be achieved in their business if they worked with us and then have a separate meeting one-on-one to close the sale. These clients will then be add-on sold to with various products and services which are relevant to them like accounting services, educational materials, etc. By maintaining only the clients who are A grade, I increase my margins and also create a better lifestyle for myself.
- 162. Raise assets through current relationships.
- 163. Reaching for corporate clients.
- 164. Recreate the system & enhance it. Just creating the materials now.
- 165. Recruit new agents and train them to prospect effectively. Always building our listing base.
- 166. Referrals direct mail telemarketing
- 167. Regular review of business plan, to maintain actions.
- 168. Remember, I am an independent distributor. my personal business does not. the method my "parent" company uses, absolutely
- 169. Retiring in the next year or two
- 170. Seeking to provide a "one-stop" service for our customers who are primarily fish farmers.
- 171. Selectively adding new product lines to my portfolio that will fit well with the other products and manufacturers I already represent.
- 172. Simply consolidate and build on each quarters sales.
- 173. So far the addition of ~6 houses per year
- 174. Sourcing from Asia in the future, lowering margins, introducing a new product which clones the biggies in one product group. growing volume/achieve economies of scale
- 175. Step by step. Question myself on everything with a few basic questions. Make sure I'm working above the line rather than below. Don't borrow to build because the banks have systems in place so they don't know you as an individual. Only

Question 21. Does Your Business Have A Solid Growth Strategy in Place?

- risk what you can afford to lose. Sit down regularly over a pot of tea at a café and write out in my business note book lessons learnt. Ask my customers what they think of my plans and listen to what they say.
- 176. Still formulating
 - 177. Taking the time to understand and define what my strategy should be.
 - 178. Technology pre-eminence.
 - 179. The accumulations of new clients to resell.
 - 180. The answer is yes and no. Yes, I have a strategy, but no, it isn't solid. My aim is to double my profits every eighteen months. I am starting this by planning to double my turnover every 18months and then work on doubling the profit alone once we have the number data to crunch. So far doubling has been doubling turnover by selling more, selling larger contracts and pushing the limits on fees.
 - 181. The company leaders regularly chart their success relative to last month, last quarter, last year in terms of income, number of users of product and the number of Individual Business Owners that have been recruited and trained.
 - 182. The growth strategy can be described as a continuous incremental growth to the existing customer based over time.
 - 183. The intention is to build a business with Multiple Streams of Income.
 - 184. The solid growth strategy is to continue to expand our business in the areas where we have shown strength over the past 19 years. This is in manufacturing lightweight, insulated portable shelters for oilfield, telecommunications (cellular relay stations) and portable and emergency shelters for people. We are currently in the process of developing systems and procedures to manufacture these items ten times faster than we have traditionally been able to produce them.
 - 185. The strategy is to systemize and automate as much of what we are currently doing as possible. When we've greatly improved what we're doing, I'll then hire reps/salespeople/franchise etc.
 - 186. This is a start-up company, with zero sales right now. By the end of 2003, sales should be at \$500,000. By the end of 2004, sales should be at \$2,000,000. By the end of 2005, sales should be at \$5,000,000.
 - 187. Through variety of JVs, new products (sold to existing clients), referrals through existing clients and networks, we will solidify our position in Sydney and then will have branches in Sydney. By year 3, we'll move to Melbourne and Queensland.
 - 188. To acquire 10 new clients in 2003; after that keep adding new clients, new languages, expand to neighboring countries.
 - 189. To be constantly recruiting people to our business.
 - 190. To become the most respected provider of financial communications and investor relations services in Canada by the professional investment community and public markets as a whole.
 - 191. To constantly grow our customer base and keep in regular contact offering bonus reasons to buy NOW
 - 192. To develop and deploy a complete line of products and services for companies that can use the Postal Service. Have them on a time based renewable subscription s. have the integrate so upgrades are to additional solutions are easy and removing one piece is hard. To use host beneficiary relationships and referrals to cost effectively grow. To add more consulting and fulfillment service to our Parthenon of revenue.
 - 193. To double sales in the next 2-3 years.

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194. To grow 20% every year by means of calling on past clients and getting better at my scripts.
195. To grow our business to a full client list in 6 months and then systemize - finally to franchise to 1000 coaches by December 2004
196. To increase my business and market awareness by a minimum of 20% for 2003.
197. To increase the number of stores in our identified cities by 3 over the next 12 months, To increase the range of products available due to the wider sports being covered by the increase in territory covered. We have expanded into two countries – Australia and New Zealand
198. To keep developing our current customers selling them more of the products we carry; To develop new customers; to develop more lines that relate to the lines we carry.
199. To layer one tactic on a market segment then to other market segments then do the same with a plethora of different marketing tactics. All of which integrate synergistically in a way with each other because of the overall master marketing strategy. Kill three, four, or five birds with one stone or something like that!!
200. To re-invest and compound profits
201. Training trainers to give courses
202. Using outplacement offices in an alliance to help drive our business.
203. We are beginning to create products and service with the sole intent of being able to leverage them – loss leader types of stuff - - that will also create a more powerful back end for our “real services”. We are also being much more aggressive with our marketing efforts when we meet people who we believe need our services.
204. We are building the company upon solid innovative products which take advantage of the most commercially revolutionary medium in our lifetimes – the internet. As you have quoted Peter Drucker: “Marketing and innovation produce results – all the rest are costs.” Now is the time for our marketing program to kick into high gear, while we continue to innovate and refine what we have at hand.
205. We are buying customers as fast as our cash flow will allow, by using the breakeven front end promotion strategy
206. We are committed to growing our company and have the capital, but lack systems and training for our people. We will grow by increasing unit sale, and increase number of new clients.
207. We are implementing new revolutionary tools to a marketplace that should explode our business.
208. We are now on an aggressive expansion.
209. We are planning a quarterly magazine along with our weekly e-zine.
210. We are required to grow at 25% a year by our parent company. This has been maintained over the past three years – even in 2001/02 which have been very tough times in the European & Global Capital Markets.
211. We beginning to create a solid growth model, but its only in its infancy. Just enhanced our database capabilities to get more touch points with our clients
212. We believe we know where we want to go but since we are all short of time to devote at this time we are just hopping and reacting.
213. We did but see 20
214. We have a desire for one.
215. We have built what we have on a basis of honesty and follow up thank you cards

Question 21. Does Your Business Have A Solid Growth Strategy in Place?

- after the sale. This has created a steady growth over the years.
- 216. We have grown from a small center on the fringe of our urban area to a company with 6 centers located in key areas throughout the Greater Toronto Area (GTA). We have an expansion plan that will see us double the size of our company in the next 3 years, giving our clients a broad accessibility and similarly matching the exceptionally rapid spread of our major competitor.
 - 217. We have grown from nothing to 50 stores in 5 years; from 50 to 100 in two years; we will double in size this year. Our growth strategy has been to locate in high growth areas with demographics to match our Clients. We are using Area Developers to leverage our resources and grow more quickly than we could on our own. They do 90% of the work and we get 50% of the money.
 - 218. WE have grown rapidly in the last three years and been successful with our previous strategy. We need to expand into other niches to ensure future expansion and success
 - 219. We have mapped our sales targets for each revenue stream. We have determined our approach to these markets, what tools to use to assist us, to measure and test, staffing requirements, training. We have mapped our actions after we achieve our initial targets.
 - 220. We have objectives but no strategy.
 - 221. We have quarterly revenue goals for deals closed. This is the first year we're doing this, so we simply have a stair-step approach to our goals (Q1 = \$100K, Q2=\$200K, Q3=\$300K and Q4=\$400K for a total of \$1M in 2003). However, the tactics for achieving this growth have yet to be identified.
 - 222. We have sales goals each year by department and allocate advertising/marketing funds accordingly (percentage)
 - 223. We have simply been adding more properties to our portfolio which gives us more product to sell.
 - 224. We have specific sectors identified and timing for each of them is very strategic. We are a young company with huge growth ahead of us
 - 225. We intend to continue developing our systems and people to the point that we can begin setting up small versions in other communities staffed by individuals who we have trained and developed.
 - 226. we need to find and hire reliable people to be able to work two crews and do more work
 - 227. We plan on doubling our sales and profit volume until we reach \$8 to \$9M of sales per location.
 - 228. We plan to diversify to books publications
 - 229. We want to install 1 system in April and 1 in June, and then we want to increase to 2 systems per month. That should get us to 8 installations by the end of the year. We need to increase to 5 per month by the end of the next year. We have to develop ways that we can install systems more and more quickly without reducing the quality of the installations, so we can serve more and more people. That will allow us to make more and more profits.
 - 230. We will grow through an acquisition of a 12,000,000 related automotive supply business plus through a high focused concentration on acquiring large size new clients and developing greater sales through existing accounts.
 - 231. We've only grown as the market demands increases for our services, but I can't say that we employed any strategy to obtain any growth.
 - 232. Weak on follow-on, kind of limited trying to sell existing products.

Question 21. Does Your Business Have A Solid Growth Strategy in Place?

- 233. With 5 pillars and 4 business partners.
- 234. Work harder & longer 'til something comes over the line...
- 235. Working mostly from referrals, I acquire new clients. By helping my clients grow, I am also sharing in the growth in value of their businesses.
- 236. Working on it.
- 237. Wow. No. in fact – I don't even have a vision for how or where I WANT it to grow. Not one that is CLEAR anyway.
- 238. Yes and no – we have set stretch targets, but are still figuring out how to make it happen
- 239. Yes Deliver stunning service, sell brilliantly, recruit people even more talented than me, let them implement it

Question 22. Describe What You Think the World's #1 Business Strategy Might Be.

Question 22. Describe what you think the world's #1 business strategy might be.

1. ? (12)
2. 1) Identify needs within your direct field of expertise and satisfy them better than all others, 2) Develop clear and concise explanations of why and how you accomplish #1, 3) Sell customers more per purchase and more often, 4) Seek to deliver or ally yourself with others who have goods and/or services your customers want.
3. 1. Find a solid niche 2. Work it mercilessly, looking for ways to "metastasize" around it..
4. 1. Identifying a huge market.2 Using constant R&D develop a product or service that is first class. Establish weak points of competitors thus define USP and then Power Parthenon the hell out of the SOBs
5. 1. Make profits on each sale. 2. Determine the net worth of a customer. 3. Invest less than the net worth of a customer in acquiring new customers. When following this strategy, it's just a numbers game.
6. 1. Work on the business not in it2. Losing is not an option
7. A business strategy that appeals to the majority of the world's middle and upper middle classes – it pays to take proactive action to extend the period of your active, vibrant mid-years.
8. A business strategy that gets people hooked on a highly profitable product/service that they enjoy and is good for them, where customers become order the product/service on an ongoing or perpetual basis. At the same time, the customer is so pleased with the results, that he becomes a viral marketing agent or evangelist for the product. In addition, the vendor offers complementary products/services to its satisfied customers, so that the average unit of sale increases.
9. A company that trains their people, serves customers better than competition, sets objectives and monitors results. PLAN,ORGANIZE DIRECT AND CONTROL THE BUSINESS STRATEGIC PLAN
10. A monopoly of something every body needs, wants and desires no matter what and is affordable
11. A strategy in which every move is strategic to accomplish market dominance or a detailed objective—Much like Chess
12. A strategy that causes everyone that comes across it to buy the product/service and then tell all there friends and family about it. VIRAL MARKETING
13. A strategy that will be focused on profit instead on turnover, a strategy that will be easy to understand and a strategy that will not allow employees to digress from it
14. A strategy that would systematize a series of marketing initiatives that work on their own to increase new customer acquisition (all departments), maximize repeat sales and somehow entrench and solidify customer loyalty.
15. A strategy which will take into account the customer's needs and desires while satisfying such needs using very limited capital and maximizing overall profitability of the business.
16. A very detailed and custom designed plan unique to my business
17. A win/win situation every time
18. Absolutely guaranteed. Period.

Question 22. Describe What You Think the World's #1 Business Strategy Might Be.

19. Actually HAVING a strategy . . .
20. Addiction
21. Addiction
22. Advertising and follow-up.
23. Advertising of all opportunities, articles of the day...next days...
24. Advertising that compels sales and outstanding service at all levels.
25. Advising and protecting the interests of your clients FIRST. Giving more than you promised.
26. Affiliations, networking, slow & steady growth.
27. Align all efforts to meet the planned goals for the defined market.
28. Always being honest, friendly and making them feel wanted, even prospects and customers ! when they are wrong or complaining about your product or service.
29. Always looking for new and innovative products,
30. Always thinking of client's needs first.
31. AMWAY is the word... I've never been part of this biz but I think it is number 1.
32. An affordable method that keeps findings and keeping customers on an on-going basis
33. An intensely focused plan of attack, with all the systems and process laid out in the most plain English. Establishing these processes mastering them and executing with an unparalleled concentration. Becoming the expert for a focused group of individuals that need your services.
34. Any legal monopoly, or at least one the courts would not reverse.
35. Any strategy that fulfills a sizeable market niche where the customers needs are met so well that there is no reason for a customer to find a different supplier. An example would be Home Depot. Their prices are right, they have everything that I need and explain in painstaking detail how to do everything that I need to do.
36. As Gerber describes in the EMyth....systems are the greatest strategy a business needs to succeed..
37. Ask and listen to your customer.
38. Automated business – generally web-based business models that can produce income passively.
39. Bartering, the potential to get almost anything you need and build your customer base at the same time for just the cost of producing your product is great leverage.
40. Be (and be seen by the client) as the best at taking care of the client's needs. Operate such that the client feels "lucky" to be a client.
41. Be a world leader
42. Be committed to completely understanding the needs of your client's and then fill those needs better than anyone else.
43. Be great at what you do and ask for referrals
44. Be in front of the crowd, get in first and set up on your terms. Try and achieve 40% market share.
45. Be one of the top three market share leaders or do not be in the market niche.
46. Be partner with every business.
47. be proactive

Question 22. Describe What You Think the World's #1 Business Strategy Might Be.

48. BE PROFITABLE AT > 10%
49. be the best you can be
50. Be the most affordable
51. Be the most affordable
52. Be totally client-centered and offer products and services that the clients need in that particular moment, regardless of whether those products and services are yours, or not.
53. BEAR STEARNS – HE HOLD HIS PEOPLE ACCOUNTABLE FOR THE ACTIONS OF THEMSELVES AND OTHERS. HE BONUSES WHISTLE BLOWERS FOR THE AMOUNT OF MONEY THEY SAVED HIM. HE ALSO HIRES “POOR PEOPLE WITH A DEEP DESIRE TO BECOME WEALTHY”
54. Beats me
55. Become indispensable to directly increasing client's growth by exploiting the value of hidden IP assets.
56. Become the most trusted supplier of products service and marketing/product education in the market place. Building success for your customers through what you give them, and adding more value to their lives than any other competitor.
57. Become the number 2 company in a certain industry
58. Being able to differentiate yourself from your competitors
59. Being able to personalize and tailor services and product to individual clients
60. Being able to sell to every person, over and over again
61. Being able to show benefits in manner that catches lots of peoples attention
62. BEING UNIQUE
63. Best price with the best quality service. Deliver high quality at bargain prices. Everyone wants more than they pay for- a deal!
64. Best service in specific terms, best value.
65. Best service in specific terms, best value.
66. Brand marketing by the biggest companies and possibly joining forces with other large companies to increase market share
67. Build a big list ... Nurture and sell to it. By email.
68. build relationships
69. Build the right relationships with your people, clients and vendors.
70. Build up and support client participation
71. Building a rapport with people so that they can come back over and over to buy from you.
72. Building as much value as possible.
73. Can't answer
74. Capture the market.
75. Channel the right message to the right audience building your marketing castle in multiple pillars
76. Clearly define the company's mission and implement it more effectively than the competition (USP is part of this)
77. Client consultant - preeminence
78. Coca-Cola; make your name and product ubiquitous

Question 22. Describe What You Think the World's #1 Business Strategy Might Be.

79. Complete symbioses between giving away as much as possible (philanthropy) while doing extreme business. The more you give, the more you receive. It's give and receive (as opposed to give and take). I'm extremely passionate of making this a reality and help make the world a better place, at least a little bit.
80. Completely anticipating and satisfying the customer's needs.
81. Compound growth.
82. Compounding growth diff profit centres
83. Continue to search for new opportunities and fill them before most people realize there is a need. Continue to service the customer at high levels so they keep coming back to your brand.
84. Controlling the buying Criteria
85. Convey a message so compelling that media worldwide, and even people by themselves, would accept and spread it constantly as something everyone truly needs in their lives. What we have is that important – I just don't know how to convey it to a wide-spread audience with urgency and passion.
86. Create a demand for the service through a viral marketing approach.
87. Create a market, attract customers to it with education and excellence in service, then dominate it and create competitive barriers to keep competitors out – like Microsoft has done successfully.
88. Create a market, attract customers to it with education and excellence in service, then dominate it and create competitive barriers to keep competitors out – like Microsoft has done successfully.
89. Create a monopoly
90. Create a need, and then fill it.
91. Create a new market (one that previously didn't exist) quickly and stay in front of the competition.
92. Create a systematic way to deliver a revolutionary service or product people think they cannot live without. Deliver it seamlessly and consistently at a extraordinary price point. Also make it more convenient and pleasant to do business with you than anyone else. Let your desired customers know about it.
93. Create an idea that you can copyright and sell to everyone else. You're protected against direct competitors by copyright, and you create a recurring income stream.
94. Create something that no one else has and while using that up create another product that no one else has and over and over
95. Creating a documented corporate vision that would allow us to clarify out biz plan and clearly address the integration of sales, customer service, marketing, operations, finance, growth, new product and service development. Prioritizing them and integrating them into a strategic plan that would map out a tactical implementation plan of systems/procedures for all of our business functions.
96. Creating a need for prospective customers and providing it
97. Creation of buying criteria and continued advancement of product to lead customers away from any other option
98. Customer focused.
99. Customer focused. Drive for market share. Sufficient investment in R&D. Partnering where appropriate. Add value so as to maintain prices with erosion over the years. Multiple revenue streams. Multiple market-tested marketing approaches.

Question 22. Describe What You Think the World's #1 Business Strategy Might Be.

100. Customer Loyalty
101. Customer Satisfaction
102. Customer Service
103. Customers so pleased that they are a primary source of advertising
104. CUSTOMERS VALUE AT THE FIRST PRIORITY
105. Cut the least profitable 10% of your business every year, but continue to grow revenues through increased value to the customer.
106. Define a niche, understand the niche intimately, create products and services to meet the niche needs
107. Define Goals, Target dates, amount of dollars and serve your client with the best hospitality you can offer.
108. Deliver more than you promise
109. Deliver what you say you will
110. Delivering an exceptional product at a premium price and satisfying the customers needs beyond their expectations.
111. Dell computers, Microsoft.
112. Depends on the business!
113. Derive the most profit from each customer at the least cost possible.
114. Develop a client base that looks to you as the most authoritative, reliable and honest source for evaluating any problem or opportunity in their business.
115. Develop a frictionless pathless path that connects the product with all those who will benefit from it.
116. Develop a monopoly - Microsoft
117. Develop a system to get more clients as cheaply as possible.
118. Develop improved or new processes for making castings which requires new and different equipment which would stimulate suppliers' business.
119. Developing relationships with customers for the long term and constantly thriving to generate value which will drive additional revenue
120. Differentiate your company's product from the rest of the industry.
121. Direct marketing.
122. Discount or biggy size
123. Disneyland - Entertain people for cash (no accounts receivable) and then repeat 365 days a year.
124. distinct identity with USP
125. Do know (14)
126. Don't I wish I knew! If I did, I probably wouldn't be responding to this questionnaire!
127. Dude, it changes all the time.
128. Ebay
129. Educate your client and reset the buying criteria to the extent that you are the only logical choice.
130. Effective use of partnerships...host beneficiary.
131. Eliminate the competition !!!
132. Eliminating purchaser risk

Question 22. Describe What You Think the World's #1 Business Strategy Might Be.

133. endorsement marketing and surveys
134. Enhancing value in multidimensional niches, so that each step/phase of market evolution is for the highest good, including abundance for all
135. Every customer interaction in a database and a plan to fully understand the needs, solve needs, show them how you did to maintain the value and use the database to make the customers clients for life.
136. Excellent service
137. Extraordinary performance
138. Fall in love with the client
139. Faster, cheaper, better
140. Find a broad and basic need in people / business...Find a superior way to meet that need...sell it to everyone for which it is a genuine match.
141. Find a business that has great hidden assets in place but has done a lousy job in taking them to the market, etc.. Purchase or partner with them based on their present day performance value and institute a strategic marketing plan to turn it those hidden assets in to a field of reproducing diamonds.
142. Find a product and or service and deliver it with your own something extra.
143. Find a product or service that people need and deliver it consistently
144. Find a profitable business model, and duplicate as many times as possible
145. Find a prospect, convince them to purchase, find another prospect.
146. Find an unfilled need
147. Find what more clients want then provide it.
148. Find what the market wants, if nobody is doing it yet, develop it. If somebody is offering it, find a way to do it faster, better, etc.
149. Finding a starving crowd and giving them what they want.
150. Finding a way or means of serving the needs of millions of people.
151. Focus on a niche market and dominate it by continuously providing more value than any of the competitors.
152. Focus on Client Objectives
153. Focus on client, knowing every aspect of that person's individuality and interest
154. Focus on making your customer successful – not simply satisfied. Charge 1/3 of what you save or help them realize as new revenue – guaranteeing a 3:1 ROI in one year – work to a position of influence in a number of business and professional areas – and DELIVER
155. Franchising
156. Franchising a very successful concept? I'm guessing!
157. Franchising or licensing a business
158. Franchising your concept
159. Free sample, satisfaction guarantee
160. Free value added services
161. G.E.'s strategy. Being #1 or 2 in the business they are in + excellent execution. Also defining a new industry, like Microsoft did.
162. Gain and maintain customers
163. Gaining and maintaining customers

Question 22. Describe What You Think the World's #1 Business Strategy Might Be.

- 164. Generate profits fairly.
- 165. Generating powerful branding – because a powerful brand that is built up strategically can say so much more in such a short time than anything else.
- 166. Get and keep customers
- 167. Get customers than need what you have and are willing to pay for it and tell others about it
- 168. Get your clients to sell your company and products for you.
- 169. Get your clients what they want and them wanting to buy from you.
- 170. Getting more clients.
- 171. Getting our clients to continuously sell for us.
- 172. Getting referrals
- 173. Getting the customers addicted to your products.
- 174. getting the image and the customers
- 175. Getting the right message to the right market at the right time.
- 176. Give it away to get rich?
- 177. Give people something for free that they develop a habit to use and are willing to pay for to continue using even when it is costly for them.
- 178. Giving the client more then they expect, sooner than they expect it, and more than what they asked for in a pleasing way. Also knowing what they want before they do and then marketing it to them in the most efficient/effective way possible.
- 179. Great Customer Service! If you cannot provide your customers with great customer service, you cannot have a good retention rate, your viral marketing sucks, and any effort you put into marketing will have to be towards only gaining new customers, not retaining your current customers.
- 180. Great growth in sales and profits, by providing solutions to customers problems, with little or no stress.
- 181. Grow and increase profit
- 182. Grow or fail.
- 183. Growth
- 184. Growth and increased profitability without sacrificing quality and service.
- 185. Guarantee my product 100% , but don't know how to do that with a real estate client.
- 186. Ha! Good one Jay. Good lord, this is tough. The number one business strategy would be to create intense desire in each and every one of us on earth to WANT the product/service offered. How's that for *general*?
- 187. Have 100% very happy customers
- 188. Have a desirable / needed product, trained sales staff to sell it, gain repeat customers.
- 189. Have a mix of houses that I hold onto for the 5 years but also have at least 2 per cycle that refinance before the 5 years. Need to improve cash flow.
- 190. Have a stream of tactics lined up and working in synergy with one another to bring about the greatest results
- 191. Have no clue.
- 192. Having one. I don't understand this question.
- 193. Having the fastest possible speed of delivering the service or product promised.

Question 22. Describe What You Think the World's #1 Business Strategy Might Be.

194. Heavy development of modules
195. Honestly do what's best for the prospect or customer.
196. Honesty
197. Host Beneficiary
198. Host/beneficiary relationships. They give the most bang for the buck.
199. How to get maximum leverage with minimum effort
200. How to help everyone maximize their potential.
201. Huge dollars to brand & pull.
202. I am very impressed by British Tobacco Co's marketing strategy in South Africa – where all forms of tobacco advertising or sports sponsorships have been banned.
203. I believe it to be continued growth based on long term retention of clients continuously adding new profitable products to the mix. Continuing to foster repeat business from existing clients and expanding products with existing clients. Referrals from satisfied clients used to bring new clients into the family.
204. I believe the most often used strategy is to be the low cost solution.
205. I can't even venture a guess.
206. I did learn quite a lot from the Holy Bible on business strategy and marketing. Moses did give an extraordinary description of the structure of God's Business in the first five books of the bible. Jesus Christ most certainly was/is an extraordinarily capable marketer of God's Business. A large number of business do utilize methods based on the same principles. This is the #1 strategy to follow! (Not many people see these business principles encapsulated in the Bible – Most people consider the Bible to be a None-Business Strategy book)
207. I don' know. (12)
208. I don't think there is any ONE strategy
209. I don't think there is one best strategy. The strategy should be driven based on a range of circumstances and opportunities.
210. I guess to quote Zig Ziglar: " You can have everything in life you want if you will just help enough other people get what they want." I tell my guys that we are in the feel good business. Make our customer (contact) look good by providing him with the very best, on time, without problems, and he gets a promotion or a whole bunch of "adda boys" and he'll keep coming back for more.
211. I like to know
212. I love the preeminence concept. It's the one concept I keep trying to implement.
213. I think it's POSITIONING or REPOSITIONING a la Trout& Ries then BACKED UP with your (jay) marketing tools. Trout and Ries don't know about direct response enough (or don't believe in it enough).
214. I think Microsoft may have the perfect strategy. Develop a product which every computer owner needs and will become reliant on, then continually update so the client has to continually keep buying the new product
215. I think that the world's number one business strategy is probably The client for life philosophy .
216. I think that would be changing the rules in your industry and becoming the new leader.
217. I think the #1 business strategy would be to serve more and more people at lower and lower costs while keeping quality and client satisfaction high.
218. I think the positive outcomes that can be arranged through Joint Venturing are

Question 22. Describe What You Think the World's #1 Business Strategy Might Be.

- huge. While the big companies have used it for years and being from a small town, I've seen many sole proprietors use it for years (they probably didn't call it that) However, many medium to small companies such as ours don't seem to implement it much. I think a true fear of competition along with everyone has such a lean staff and no time to truly strategize makes it tough.
- 219. I think there are an infinite number of "#1 biz strategies"
 - 220. I think UPS has done great job in convincing the marketplace that their more than a shipping service, in fact they integrated all kinds of other complimentary services to their arsenal of weapons.
 - 221. I think your 3 ways to grow a business is better than anything I have seen.
 - 222. I would have to say making the right offer to the right targeted market while using risk reversal.
 - 223. I'm impressed by your strategy of preeminence.
 - 224. Identify a growing market – become #1 in that market
 - 225. Identify your products/services and the brand of choice – to be the Kleenex, Xerox, Microsoft, IBM of our industry.
 - 226. Identifying and satisfying client needs
 - 227. If I could follow outline in Good to Best by Jim Collins
 - 228. If I knew that one, I should have the #1 business! However, I think people before profits might be up there
 - 229. If I knew, I'd be doing it!
 - 230. If it has worked before, use it again. Know what works.
 - 231. Immediate awareness of everyone looking for anything in your industry – When people want a soda drink, they ask for a Coke. Car races – NASCAR, PenzOil. Investments – Merrill Lynch.
 - 232. Impressed with Salvation Army's approach
 - 233. In my profession be known of the success case studies and mcler modeling books and articles that builds the USP and the brand
 - 234. In the words of Jay Abraham himself in his interview with Tony Robbins, "The most self-serving thing you can do is to learn to be selfless." (I don't think most people regard this as the #1 business strategy, but I think it would revolutionize the world if they did.)
 - 235. IN today's market – it is deliver more value than the customer expects – save him time, money, or hassle in doing it, and always under promise and deliver more
 - 236. Incorporate every possible piece of money making information into a profitable smooth running system.
 - 237. Increasing lifetime value of customer
 - 238. Inexpensive, has people coming to you in bunches, they know what to expect, they are pleased
 - 239. Infiltrate and be visible.
 - 240. innovate
 - 241. Innovate so well that the competition is never really able to catch up
 - 242. Install the mind of the customer in your mind
 - 243. Integrating electronic, direct and traditional methods of capturing customer attention with data-based demographics and psychographics tailored to specific niche markets into which products are consistently delivered with increased

Question 22. Describe What You Think the World's #1 Business Strategy Might Be.

- vertical and horizontal market integration along with product enhancement.
- 244. Interactive real-time instant personalization.
 - 245. It depends on the product and the market.
 - 246. It should be one which allows me to work with only clients that I like
 - 247. It would have to be referral / word-of-mouth ... having a reliable system which generated it and tracked it, rewarding referees and making references of those just referred.
 - 248. It would probably be very customer-focused, which thus makes it difficult for this product-focused or concept-focused individual to describe.
 - 249. It's a unique identity. A USP that does both: Is Irresistible, Indispensable (Explicitly & graphically communicated)A fabulous client experience. Exhilarating, rapturous, uplifting. Blow the mind of clients. Is zealously client serving Destructive & innovative. Obselte Is the existing industry practices or the industry itself. Coming out with a totally new & different angle.
 - 250. Jack Welch said it best you have to be number one in your market there isn't room for all the number 2's
 - 251. Jay A.
 - 252. Joint venture (4)
 - 253. Joint venture referrals
 - 254. Just pay for results
 - 255. Keep it simple stupid.
 - 256. Keep the customer satisfied.
 - 257. Keep the customers you have and find ways to sell them more, get them to refer.
 - 258. King Gillette – give away the razors and sell the blades.
 - 259. Know what the customers consciously want, or what are the underlying wants. Explicate them and make a product to fulfill that set of wants.
 - 260. Know what the trend will be for your business and service your customer so well that they will come back to you and refer you to all their friends and be profitable.
 - 261. Know what you stand for and have a multitude of ways of telling people how unique you are and why they should buy from you, and then deliver on that promise in an exceptional fashion, asking them to purchase from you again and again and again
 - 262. Know your strengths, weaknesses and that of your competitors along with your market
 - 263. Leverage
 - 264. Leverage
 - 265. Leverage your idea through licensing with joint ventures (like the classic Beta vs VHS)
 - 266. Leverage: that is, extracting maximum advantage out of everything possible to the extent that it adds incremental value to all parties involved.
 - 267. Leveraging each opportunity to creative passive income
 - 268. Listen
 - 269. Listen to not only your own clients needs but also your own. Be and do what you love and keep growing personally and connect and form partnerships with others who have a similar vision of the future.

Question 22. Describe What You Think the World's #1 Business Strategy Might Be.

- 270. Long term growth
- 271. Love your client, and revere your business
- 272. Love your clients
- 273. Love your neighbor. Really. It works so well – I always just help people to the best of my ability – with a view to good business for both of us.
- 274. Low price, fast service, quality not necessarily important
- 275. M&A strategy.
- 276. MacDonald's Golden Arches: gold implies something rich and rewarding; an arch is a portal into something special; they can be seen and distinguished from a distance.
- 277. Make a customer feel as though you're their friend.
- 278. Make clients love the company, get them to spread the word.
- 279. Make money
- 280. Make people think they absolutely need your product or service to survive and be happy in life and after death and make them think that's the only way their kids will be their best and they can only get it through you.
- 281. Make the best product/ service for a price that is fair to both seller and consumer
- 282. Make the customer happy and make them feel they get more than what they paid for.
- 283. Make the most profit for stakeholders and grow constantly
- 284. Make the most profitable customers happiest
- 285. Make your customers so happy that they will pay any price for your product or service.
- 286. Make yourself know as the best in your field. Attempt to give the highest quality and service and if possible price.
- 287. Marketing in a niche market. Having a well defined (one sentence objective).
- 288. Master the marketing and sales operation
- 289. Maximize your business potential and profits with an ever increasing and improving level of products sold to an ever increasing and improving demographic of qualified buyers
- 290. Maximum value creation for customer.
- 291. McDonalds
- 292. McDonalds concentrates of selling businesses – not hamburgers – so something along that line
- 293. Measure everything, be honest, and create, observe, and test the opportunities
- 294. Meet specific needs with the best service and price.
- 295. Microsoft has a good one, providing an affordable product that everyone needs and obsolete it every 3 years.
- 296. Microsoft. I don't need to write what Bill Gates did but if you analysis it as many people have there are many aspects which anyone can learn from.
- 297. Microsoft's, their ability to dominate a market through bundling and virtually forcing their clients to use their products at the expense of the competition.
- 298. Microsoft's strategy would have to be #1 whether by luck or not. But Southwest and t Paddy Lund's being in their unbelievably tough markets are hot. Abraham Publishing is very hot.

Question 22. Describe What You Think the World's #1 Business Strategy Might Be.

- 299. Microsofts: To have a computer in every household.
- 300. Might be MLM...?? But it has a host of problems too. Bottom line is whatever can be done to give the employees responsibility in their area of greatest expertise AND a piece of the action will motivate people and build a company.
- 301. mine
- 302. money
- 303. Monopolize operating systems.
- 304. Monopoly
- 305. Most common, I would say least cost producer would the greatest, doing thing more cheaply.
- 306. Most marketing I see apart from yours is based on greed and jealousy
- 307. Move into the 21st century. You need to learn how to market on the Internet. It is not good enough to have a great product and great customers. You have to develop a plan educate and inform them constantly. Time, Time, Time.
- 308. Multiple messages multiple media to target audience
- 309. My #1 strategy is to have happy, satisfied employees who then can perform in a way that will create happy and satisfied clients
- 310. n/a
- 311. N/A
- 312. Network marketing
- 313. Networking.
- 314. Never thought about.
- 315. No clue (20)
- 316. No Idea what that can be. Wouldn't that depends on the type of business you are in?
- 317. Not sure of this one, but Probably to have a well defined mission statement of what the company is all about –what benefit it would bring to all who interact with it-customers/employees/management/shareholders etc and then once defined articulately institute effective marketing tactics to reach and accomplish those goals.
- 318. Offer services and be adaptable to customer's needs.
- 319. Offer the world a GREAT product – offer it at a COMPETITIVE price – and BACK up your claims.
- 320. One in which the business will growth at a predetermined rate or greater.
- 321. One that can be measured and able to predict profitability
- 322. One that systematically seeks to maximize a businesses income through constant testing, and innovation.
- 323. Organic growth reached by ?
- 324. Ours! Pay-by-results payment terms.
- 325. Pareto's Principle: Your 80/20 rule and then Jack's strategy at GE:10% Superstars whom you make sure perform70% Whom you make sure move up to 10% over time20% That move to the 70% or you ditch Saves lots of time and effort and this is both business and personal
- 326. Partner with a hugely successful company which has invested a ton of resources into their customer base and building customer relationships and create a host

Question 22. Describe What You Think the World's #1 Business Strategy Might Be.

- beneficiary relationship with them.
- 327. Partner with our customers as a valued and ongoing member of the overall team that makes them successful
 - 328. Peace
 - 329. Perhaps providing perfect service and using, applying perfect CRM system. Having highly trained and motivated employees.
 - 330. Perhaps the old, "Find a need and fill it."
 - 331. Personal referral
 - 332. Position yourself as so desirable that clients and prospects do not want to go anywhere else for services/products that you can supply.
 - 333. Positioning
 - 334. Positioning and focusing.
 - 335. Positioning so to exclude competition.
 - 336. Pre-eminence
 - 337. Pre-eminence through the redefinition of the markets buying criteria., coupled to excellent Client service and never ending follow-up.
 - 338. Pre-eminence. The downside for this as a small business is that it takes a good deal of resources to work on every aspect of this. Needs careful planning and understanding to put it in place in a step by step fashion that brings in revenue to fund more development of the full range of pre-eminence services.
 - 339. Price driven; more bang for the buck.
 - 340. Productivity & developing a brand through advertising
 - 341. Promote a great product.
 - 342. Provide a product or service that everyone wants or needs yet be the only one who can provide it. Monopoly profits are great if you own the monopoly.
 - 343. provide the best product to biggest market
 - 344. Provide what everyone is dying to have at an affordable price
 - 345. Puppy dog sale (try it before you buy it) - trouble is in most cases it would cost us too much to do that if they didn't go ahead
 - 346. Quantity vs Quality
 - 347. Quick bonding with decision maker.
 - 348. React to the competition.
 - 349. Reduce risk for the consumer until they'd have to be a moron not to use our company.
 - 350. Referral (4)
 - 351. Referral and word of mouth advertising
 - 352. Referrals through endorsements.
 - 353. Repeat business
 - 354. Repeat business. Presuming that you have clients who liked you in the past, you should be able to keep getting more value from them.
 - 355. Reward your customers.
 - 356. Risk Reversal (3)
 - 357. Risk reversal – making it safe for a new prospect to get a sample of your service or product without risk of loss so they can convince themselves of its value.

Question 22. Describe What You Think the World's #1 Business Strategy Might Be.

- 358. Risk reversal...your pony example
- 359. Sample for success.
- 360. Satisfy your customer whatever happens, selling online digital products
- 361. See Microsoft. Also Bershire Hathaway. There are many others.
- 362. Sell a product that has to be used by everyone at least once every 30 days or less, has a mark-up of 400% cost to sales price and will wear out in 60 days and have to be replaced.
- 363. Selling products or services that let you make money while you sleep.
- 364. Serve others first and prosper in the process.
- 365. Serve the people.
- 366. service
- 367. SERVICE
- 368. Service/value/customized
- 369. Set a plan and work the plan without fail or excuse.
- 370. Sharing of information by word of mouth.
- 371. Simple
- 372. Simple and truthful
- 373. Simply putting out the very best and exclusive product or service to the attention of the very best qualified customers and doing it on the first or second contact with every customer.
- 374. Six Sigma.
- 375. Smother the customer in service.
- 376. Social proof. If you can have someone who is well-respected, trusted, and influential recommend your company, it will blow the roof off your profit and revenue goals.
- 377. Something that has a lot of repeat business like heroin for instance (just kidding).
- 378. Sorry, we do not know.
- 379. spending all the money in the world
- 380. Superlative service
- 381. Sustained growth through superior service and value for Money.
- 382. Systemized referral plan
- 383. Take market share from the competition.
- 384. Taking advantage of word of mouth marketing, followed by honest ethical representatives that can access their personal contacts as possible customers, and finally being able to offer each customer something of value that they haven't experienced in decades, or ever.
- 385. Targeted database marketing which incorporates RFM analysis
- 386. Television/Radio Infomercials that allow for the quick expansion of a customer base that you develop RADICAL loyalty with and who uses your consumable product with the zealously of religious martyr.
- 387. That is push and pull.
- 388. That's one of our problems no one seems to have a good strategy in place for this field of work nowadays.
- 389. The BMW strategy for increasing market share

Question 22. Describe What You Think the World's #1 Business Strategy Might Be.

- 390. The geometric strategy and Jay teaches (3 ways to build business.) Because it's so simplified.
- 391. The golden rule.
- 392. The Host-Beneficiary Relationship
- 393. the number 1 strategy for most business is probably just to stay alive
- 394. The same your company and the Tony Robins Company has. It is what we are looking for. We want to be a great company as you are.
- 395. The world's #1 business strategy are the ones which meets or exceeds their business plan's goals and objectives.
- 396. There can be no one single best strategy. It will depend on the company's resources, market conditions, competitors and many such factors.
- 397. This is a very broad question...but here we go; Ensure that we exceed customers expectation within our segment of business and we gain customers for life.
- 398. This is too open-ended of a question. However, for my business, it would be entering global markets through technology, creating a vast network of suppliers and resources, AND offering personalized service somehow on that scale.
- 399. This is why I need to study some of Jay's writings
- 400. Three possible strategies, lowest price, best service and highest value.
- 401. To add maximum value
- 402. To assist in the development of harmony amongst people, our creator and the environment.
- 403. To be able to build a company that will outlive its founders.
- 404. To be able to satisfy all or most of your customer's needs and wants
- 405. To be absolutely indispensable to one's market niche and to use a "piggyback" strategy as Microsoft did with IBM and their selling of DOS.
- 406. To be in a position such that you know the needs and desires of the market and have the product to fulfill those needs and desires.
- 407. To be know and viewed as the trusted best value solution provider for clients
- 408. To be profitable
- 409. To be successful in terms of income, image, longevity, creativity, and joy among the company family.
- 410. To be the best at what you do.
- 411. To be the leader in your field
- 412. TO be the most respected and sought after for services. Also the strategy of preeminence.
- 413. To be the only provider of your service in peoples minds when they think of your service or product
- 414. to become a household word with a viral marketing tactic.
- 415. To become No 1 in our chosen niche
- 416. To become the only service provider through serving the clients, study the competition and develop a superior access vehicle to the clients
- 417. To consistently provide your customers with products and services which exceed their expectations and are perceived to have much greater value than the price you charge for them.
- 418. To continue to innovate – because if they don't their competitors will.

Question 22. Describe What You Think the World's #1 Business Strategy Might Be.

- 419. To create a "gossip" about what you are doing- making it a lifestyle to be part of it.
- 420. To create a product or service that is needed and get the masses to purchase it.
- 421. To create better lifestyles for your customers
- 422. To create customers who are raving fans and drive continuous streams of referrals to your business. These cost you less to acquire.
- 423. To determine what the customer/client wants and deliver it.
- 424. To dominate every market that you enter
- 425. To draw people in to experience what you do through incredible front end value, exceed their expectations and develop long term mutually profitable relationships
- 426. To enable people to live their lives powerfully and live the lives they love (that language is from the Self Expression and Leadership Program provided by Landmark Education Corporation).
- 427. To find enough suitable prospects and communicate effectively how your solution uniquely fits their needs
- 428. To gather as many customers into a database and sell to it over and over again
- 429. To get a niche of business and become the expert in that field.
- 430. To give something of GREAT value to people at the right price
- 431. To grow at a comfortable rate yearly
- 432. To have developed a strategy that no one else has thought of in a lucrative market that is very hard for competitors to duplicate.
- 433. To hold the #1 position in the clients/customers mind. Ex. Volvo is the safest car?
- 434. To identify and build cash businesses in large, undisputed niche markets providing perishable consumables regularly purchased by huge expanding populations.
- 435. To identify needs and systematically go about lavishly fulfilling those needs.
- 436. To implement solutions to clients
- 437. To improve the lives of customers, employees, shareholders and the community that this business serves through ethical and profitable business.
- 438. To increase shareholder worth.
- 439. To let the client know that you are totally here for them and not for yourself.
- 440. To make a sales pitch without it looking like a sales pitch; make it seem like people are receiving useful information for free.
- 441. To make every person addicted to what I offer. :-))))))
- 442. To make money by helping others
- 443. To make people want to come back over and over again and be happy I am taking care of them
- 444. To move with the times
- 445. To own the delivery systems of goods and services. Not to own the product but to surround the product so it has to move thru you. Onassis had a good one- move the oil and not own it.
- 446. To preempt the competition by being the premier source for educating the client about what our product and becoming their confidante in all things related to what we do.
- 447. To provide pre-emptive goods and services and make sure that potential clients

Question 22. Describe What You Think the World's #1 Business Strategy Might Be.

- have easy access to them.
- 448. To put a deal together with spending one cent of your own money.
 - 449. To reach 90% of my future clients with some one else paying the tab.
 - 450. To reinvest in tangible and intangible asset to become more effective and efficient.
 - 451. To satisfy the customers true wants and needs while maintaining a constant feedback with the public.
 - 452. To sell a sellers home faster, for more money, and stress free
 - 453. To sell something that people want or have to buy , for instance beer, software, computers. In other words I still believe that marketing is a battle of product mainly.
 - 454. To serve
 - 455. To serve the world's population with a range of products that are useful, will improve their health and pro-actively improve the earth's ecology
 - 456. To set up a company with the policies like McDonalds where just about anyone can come in and work the job and it will get done with consistency. They will have their marketing directed toward the benefits the clients will receive, and follow through with this promise. Employees are regarded as the important part of the company at all levels. (ie. Disneyland even the street sweepers know where everything is in the park.) Marketing will be direct response with calls to come in or call. Offer events in conjunction with local community happenings and create some of your own. These should be set up at least once a month. For these events you will have strategically placed a means for collecting names, addresses and phone numbers, email addresses too. With the key being follow up after the event. Also have something of a gift for signing in and being there. It can be either a coupon for your business or with one that does a joint venture with you.
 - 457. To survive an prosper, for all people
 - 458. Too broad and sweeping to answer with out a great deal of thought
 - 459. Too hard
 - 460. Top of mind. Preeminence.
 - 461. Treat every business as an asset that can be sold
 - 462. Treating clients with pre-eminence. Practical sustainability that allows people to feel good about what they do and how they do it.
 - 463. Treating the client like family, while giving them a forum to tell you what they want, and how they want it.
 - 464. Try to dominate the market. Where is the best benefit/profit for my customers.
 - 465. Two and Three step selling
 - 466. Two step marketing
 - 467. Uncertain
 - 468. Understand the clients/markets needs and fullfil them better than anyone else.
 - 469. Understand what your customer wants
 - 470. Uniquely offer solutions to individual's problems and develop long-term relationships with them
 - 471. Unit cost superiority, technological superiority, relative market share superiority, share of mind superiority..

Question 22. Describe What You Think the World's #1 Business Strategy Might Be.

- 472. Unknown
- 473. Unsure
- 474. Use of leveraged, tax-advantaged third party capital.
- 475. Use of leveraged, tax-advantaged third party capital.
- 476. Using existing database to raise members who in turn refer other members to the club through MLM incentive scheme
- 477. Using sales people to bring in new business.
- 478. Utilizing leverage – we can't do this alone any longer – Tony again appears #1 to me, because it is something that I can relate our business and industry to easily, and see how masterfully he is doing it.
- 479. Viral marketing; affiliate marketing
- 480. Walmart!
- 481. Well the biggest current one is the BS being sold by George W. and his team of "oil warriors" for invading Iraq. The message appears to be selling well in the US of A, but falling on its nose everywhere else.
- 482. What Jay did with Icy Hot and the Coin Co. (think it is Investment Rarities).
- 483. What works best and creates the largest return for cost for your business, will depend on your business.
- 484. Whatever Harry Potter did.
- 485. Whatever you do, make sure that your product services a defined market
- 486. WIIFM Risk reversals
- 487. word and mouth
- 488. Word of mouth or MLM
- 489. Work on existing clients to develop income streams from them
- 490. World Domination :) ----- Really I have no clue- any suggestions?
- 491. WOW. I'm not sure. Perhaps one which is continuously reinventing itself, always looking for the NEXT best strategy. It chooses a strategy that works, then immediately looks for how to improve that strategy.
- 492. Zig Ziglar..."You can have anything you want in life IF you are willing to give enough people what they want"

Question 23. Do You Have A Separate Sales Strategy That's Distinguishable From How You Market?

Question 23. Do you have a separate sales strategy that's distinguishable from how you market? If "yes" briefly describe below.

Total: Yes 117, No 577

Additional comments:

1. (1) Determine if viable client (2) Set up on-site demonstration (3) Meet with client and give him honest evaluation of his alternatives (4) Treat a sample area for free (or leave samples for evaluation) (5) Determine motivation behind client interest (6) Determine if cost is a factor (7) Give client a quotation quickly (8) Follow up on quote (9) Offer discount or alternative forms of compensation if appropriate
2. A can't miss proposal approach.
3. A number of our campaigns feature me personally as a leader able to guide people to success
4. Accountants typically are weak in sales. We seek effective sales training.
5. Aim to sell the benefits of the product or service.
6. Although we plan for our sales strategy to be part of the marketing strategy, we recognize that each are different sides of the coin. While our marketing strategy will encompass the entire purpose and plan, our sales strategy will be designed for our licensees to be successful at the "coal face."
7. As I mentioned I have a very successful dental centre and I use its communication strategies to demonstrate to others how they can improve communication in their lives. This allows for cross marketing of the dental centre and open endless new possibilities.
8. As part of our tax saving concept we describe ourselves as "operators of the tax control programme" and people say what's that and we explain it's a way of business owner of how they can save tax we don't mention that we are financial advisors, that tends to put people off they think we are just trying to sell them a policy.
9. Ask questions until you reveal the prospect's pain
10. at my past I have not such like that: to think of separate strategy!
11. Being a sales based organization, we do have strategies for getting appointments, initial meeting scripts/formats, closing business, follow up – and (sometimes) gaining referrals!
12. Bulk of marketing is 2 step. We generate leads and follow-up with answering any questions and asking for the order.
13. Business-to-business consultive selling.
14. By delivering on quality
15. Cross-selling and up-selling
16. Currently we do not , but I would love to have some help on this one.
17. David Sandler "non-salesperson" style. Letting the customer sell themselves or eliminate themselves.
18. Do a thorough assessment of clients needs before quoting them.
19. Don't know

Question 23. Do You Have A Separate Sales Strategy That's Distinguishable From How You Market?

20. During the complimentary call. Give experience of coaching and then ask for the business
21. Enhance /foster Dr patient relationship, while moving client to position of increasing responsibility for their own health and decreasing the importance of dental insurance in the decision making process
22. Essentially, the sales strategy would be in the form of commissions which support the overall strategy of reaching the three broad targeted groups.
23. Explaining what look for in competitors and how to look for the hidden cost
24. Follow up all direct marketing with phone calls, determine how and where prospects can use our services. Existing customers get discounts on future services.
25. Free 1st session to focus the prospect on his problem
26. However, I am looking into other sales techniques, like affiliate programs and other types of referral systems.
27. I am here to contribute to the client and am not attached to making the sale and I think that comes through when I'm talking the the client.
28. I am working on developing such strategy.
29. I attract people to me via web, family, friends and then speak with them to determine how I can help them
30. I do direct targeted marketing, via email and soon postcards, hotlines and a special report/
31. I don't have product to sell. My services are tailored to the clients needs.
32. I listen to customers describe their problems, then make a proposal.
33. I market to potential clients, I strive to develop the client into my salesmen, and me theirs
34. I sell myself, not my product.
35. I sell using scripts and I'm just putting together my marketing plan now.
36. I spend more time with my clients and provide expertise that is not available from 90% of my competition. I have been extremely successful in differentiating myself as a commodity by this approach.
37. I started setting the buying criteria for my clients. For example, instead of me investing a lot of time in writing proposals and trying to sell potential new clients, I have criteria they must meet to qualify to become my client. Also, I explain to them that the way they get started is through a preliminary marketing analysis and I charge them a fee for that. But I give a risk free money back guarantee if I can't deliver on uncovering additional overlooked profit centers in their businesses. They are also somewhat predisposed to ability to help improve their businesses because I work almost exclusively off H-B endorsements.
38. I think so – we market using education-based strategies and sell on a consultative basis
39. I think the marketing and sales strategy are integrated, but I may be wrong
40. I treat that as tactics – it is the face to face contact that must always be open, friendly and honest. No hard sell.
41. I use special reports for lead generation where most of the market uses free seminars.
42. I'm not sure I understand the question.
43. Identify needs and with probing questions to identify benefits to bring the

Question 23. Do You Have A Separate Sales Strategy That's Distinguishable From How You Market?

- Individual around to asking to to meet their felt need.
44. In development.
 45. International partnerships
 46. Lowest price, best service and highest value.
 47. Market encompasses the strategy of how to obtain the revenue. Sales executes
 48. Market out products via brochures and sell them via tele sales approach
 49. Market to what we refer to as Strategic. Residual value of 1000000
 50. Marketing & sales strategies are closely interwoven
 51. Marketing is about getting attention and education Sales strategy is about establishing the personal touch that makes the sale.
 52. Marketing is geared toward driving inquiries to me, sales is one on one with some scripting and some consultative ideologies.
 53. Marketing is to get the fish to gather around, whereas selling is hooking the fish
 54. Marketing materials and programs are use in our company to create primary demand. Actual sales are done through several direct selling programs.
 55. Marketing strategy and tactics combine to generate qualified prospects Sales strategy and tactics combine to convert prospects to clients
 56. Marketing through the Buying Groups is unique as far as I can tell in the industry.
 57. Marketing via e-newsletter. Sales strategy relies on selling sales coaching during a complimentary session.
 58. Meeting in person to assess the prospect's needs and wants
 59. My presentations are worked out and made as if we have already teamed up with the client and are merely discussing the details of the project.
 60. My presentations are worked out and made as if we have already teamed up with the client and are merely discussing the details of the project.
 61. My sales strategy (Technique) is to show/demonstrate/explain without making a hard sell.
 62. My sales strategy, which was very successful when I did it, was NOT to sell but to ask the right questions and listen intently to the answers. If I could determine the "why", I could always sell the "how".
 63. My selling strategy is based on what I learned from Tony Robbins', The Power to Influence course. Hurt them and heal them.
 64. No, but in a couple of years I expect to have a separate sale's department to implement our marketing strategy.
 65. Not sure I see the distinction - we do try to 'help' people rather than 'sell' them. I think that fits in with Market Expert, & Risk Reversal.
 66. Numerous
 67. Once people make an inquiry everything is geared to getting them in the door to take a tour. Then we show them first hand how we can change their lives and their loved ones life.
 68. Once the prospective client is contacted and sent to us, we start a three phase 'education' and presentation process
 69. Our copyrighted/trademarked sales system
 70. Our marketing strategy is to provide sales leads. Sales strategy has been to deliver customers and sales. Our owners see marketing and sales as very

Question 23. Do You Have A Separate Sales Strategy That's Distinguishable From How You Market?

- separate. Owners do not want the sales team to be involved in marketing.
71. Our marketing strategy to make the phone ring is pretty consistent, our strategy from that point forward lacks sufficient follow up.
 72. Our sales approach is similar to what I described in question 19: As a small company in an industry with a long sales cycle (2 – 5 years), our belief has always been (according to long-timers) that the best way to get business is to introduce ourselves to as many prospects as possible, and 'keep planting seeds' which will eventually grow into clients.
 73. Our sales approach is to be as consultative as we can before we make a recommendation. We know that our competition vary in this, but some of them are very good, so we try very hard to build rapport. I'd say we're neck and neck with two of our competitors on our enquirer handling, but we have the edge with our "Assurances" and our 'Visual Quotes'.
 74. Our sales are always multi step. We look for more sales from existing clients before moving on to the next
 75. Our sales division is in chaos!
 76. Our sales have two strategic basis. One is cross selling and the other is direct mailing.
 77. Outsourced representation
 78. own monthly color magazine
 79. Pick the optimum tools and apply tactically to maximize attaining your targets in keeping with your strategy. Payment against results
 80. Play to win ~ empowers users to discover the best answers to their challenges for themselves
 81. Primarily the old boy network sales model
 82. Proactive strategies for business people for preventing legal problems at flat fees.
 83. Provide consulting services to businesses entering the China market.
 84. Provide the best solution for the customer even if we make less money as a result.
 85. Relate myself as a succession expert that works best at helping biz clients to transfer their businesses
 86. Sales are based on word of mouth ex a small number of specialists – film production accountants and producers that have experienced the difference.
 87. Sales is down full time and is done by calls and setting up appointments and doing fact finding and preting with potential clients and technical staff and a sales rep to see if there is a good fit. Marketing is not nearly as defined
 88. Sales management and negotiation plans, procedures and tactics
 89. Sales strategy is to lower costs to sales force and help them craft the marketing proposals to clients
 90. Sales Targets set- initially based on 16 loans av. \$200,000. Increase the no. of loans and the \$ amount in year 2. Target specific times of year for extra sales, eg eoy. Investment properties promotion for eoy tax savings. End of Year 1 or at target start MLM with sublicensees.
 91. Sales through Referrals and direct mail (direct mail has not yet worked). No cold calling.
 92. Salesmen engage the customer in a consultative way to find their needs and see if these can be satisfied. We market by direct email and being seen at sports

Question 23. Do You Have A Separate Sales Strategy That's Distinguishable From How You Market?

- events.
- 93. Selling on Campuses
 - 94. Strategic real estate services.
 - 95. Strong word-of-mouth and street love.
 - 96. Telemarketing
 - 97. Tend to see sales as an element of marketing strategy
 - 98. The result of the master marketing strategy will allow sales of profit sharing turnkey Business Opportunities or licenses which could be viewed as different.
 - 99. The sales strategy is based on principles described by Stephan Schiffman describes in terms of Opening, Interview, Present, and Close.
 - 100. The way I respond to customer inquiries
 - 101. This is still in formulation
 - 102. to keep the purchase of are an individual, personal, emotional experience for the customer with seemingly no pressure to purchase
 - 103. Try it for free and pay if you feel it was worthwhile.
 - 104. Use psychological persuasion techniques to make clients feel comfortable and realize that I truly understand what they need and want, and that I can help them achieve it.
 - 105. We are bring a new tool/marketing system to market that will revolutionize are industry.
 - 106. We attempt to position ourselves above our competition and provide more and varied products and services to customers
 - 107. We concentrate on a niche service platform.
 - 108. We concentrate on educating the prospect, especially as regarding to the fact that if they purchase our service their health is going to get worse, and how that can lead to unhappy/painful experiences in other areas of their lives such as at work, at home, and their hobbies.
 - 109. we have an internal salesman that responds to any leads generated by our marketing efforts
 - 110. We implement projects Fixed Time Fixed Budget (No risk)
 - 111. We offer a financial need analysis to clients to pinpoint areas where they need to redeploy their disposable income to achieve their financial goals.
 - 112. We treat marketing as 'profile building' whereas the sales strategy consists of considerable templated content which has been proven effective in securing client contracts – the two are treated separately but are considered complementary and often go hand in hand.
 - 113. We use the Sandler selling system (find the pain)
 - 114. We use the Stehpan Schiffman High Efficiency selling system. Except we do face to face calls instead of phone calls and we do a seminar instead of a proposal.
 - 115. We utilized the Sandler Selling System
 - 116. Well, if I understand what you mean: My sales strategy is the multi-step sales system I use to attract a client. When I meet someone who is a potential executive coaching client, I follow these steps: set up an appointment to give them a complementary executive coaching experience. Email a form in which they answer questions that will help them prepare for the meeting. They return it to me via email before our meeting. The meeting. My goal for these meetings is that the prospect should experience as meaningful a shift as possible as a result

Question 23. Do You Have A Separate Sales Strategy That's Distinguishable From How You Market?

- of my coaching. Follow up. If the meeting goes well, and I know I can close, I will do so on the spot. If it goes well but we need more time, I will schedule another meeting about a week later. At the second meeting my intention is to bring the prospect to a place where he / she has little choice but to admit that investing in coaching with me is something they really can't afford NOT to do. Once again, they will experience a meaningful shift, and I will do my best to close by agreeing to the terms and fees. If the client won't close at that point, I will stay in touch by contacting them every few months, each time calling to see if I can be of help with a short telephone conversation. I do this until such time as the prospect becomes a client or I decide they are really not what I am looking for anymore.
117. When selling, I let the client speak as much as possible—giving me the secrets to closing the sale.
118. Wholesale distributorships, retail sales organization
119. With this strategy, prospects complete a Confidential Questionnaire and gather all their pertinent financial documents. I then interview them to ask them Rudyard Kipling's six honest servicemen questions: What? How? Who? Why? Where? And When? Thereafter, I place their information on their own proprietary financial chessboard and show them how badly they are losing their game of financial chess – pointing out all the problems with their present plan. Then I show them what an Ideal Plan would look like. Then we determine how close the prospect can come to the Ideal Plan.
120. Yes, my selling strategy is that I do not "push" products at my customers in hopes of persuading them to buy from me (self-serving). Rather I am first a business consultant who listens to their business problems and needs and then I try to define a solution for them to consider.

Question 24. Do You Have A Unified Marketing Strategy That Controls and Integrate All The Tactics You Deploy?

Question 24. Do you have a unified marketing strategy that controls and integrate all the tactics you deploy?

Total: Yes 151, No 544

Additional comments:

1. A little & growing.
2. All programs have the common message of consistent and measurable technical superiority.
3. Always maximize credibility and reputation
4. Being developed now. 23 above lists part of what we are doing. But the Strategy we are developing through experimentation and testing will embody every part of the marketing process starting from the ultimate (primary) purpose and including every useable tactic and, hopefully, some positive alternatives in the event some tactics prove unworkable.
5. Being finalized but yes.
6. But we are working on it. It is much better now.
7. But working on it.
8. Could be improved
9. Don't think so. Pretty much about buying smart and pricing
10. Educate, educate, educate.
11. First I thought no, but again, if I understand what you mean, it seems that it is my strategy that dictates my tactics. Nevertheless, I certainly must get much clearer on this.
12. From the marketing communications aspect, we're now trying to build our brand. It had been not well looked after for some years. There is now a marketing head at the same level of finance in top management.
13. I believe everything I do to market my business is integrated and designed specifically to drive the Internet business owner wanna-be to my business.
14. I could cry...
15. I definitely need some help on this one.
16. I don't think so
17. I hope
18. I think I do, but it should be working better, so I really don't.
19. I wish I did.
20. I would say so, because I use only three different direct marketing methods to sell my services and all are related to each other.
21. I'm almost there though.
22. I'm in the process of establishing it.
23. In development
24. In formulation stage
25. In process of developing one
26. It's a defacto strategy but needs to be more effective.

Question 24. Do You Have A Unified Marketing Strategy That Controls and Integrate All The Tactics You Deploy?

27. It's a mixture of different strands to address different things. There is an overall synergy of sorts but I would not describe it as 1 unifying strategy!
28. It's being developed
29. Not as tight as I would like it to be.
30. Not yet but I now realize that I need to create one.
31. Not yet, but I'm working on it.
32. Now, the answer is No. That is definitely what we are currently in the process of working towards.
33. Only as we've explained in previous questions
34. Our marketing department is trying to do this. I want to do this for my personal sales region outside of what our marketing department does.
35. Play to win is a product that has involved from a luxury item to a necessity
36. Pretty much, but it could always be better
37. Right now I have two tactics Barter and Referral. My customers will bring in new customers (referral) and be rewarded (barter) for doing this.
38. somewhat
39. somewhat
40. Somewhat as described above numerous times
41. Start up still
42. This is something I strive to have, but it seems to be always in a state of flux. There seems to be a fine line between being flexible on the one hand and simply reactive on the other.
43. To an extent, not completely integrated
44. Trying to formulate it
45. Under development
46. Understand real needs of clients & their end-customers
47. We are trying to build certain areas of the business (bigger back end products)
48. We can bring clients to a Business Overview Presentation to learn about what we do and also the opportunity for them to join the crusade.
49. We put strategies in place but they never seem to pay off.
50. We try, but not yet good at measuring
51. Working on it
52. Working on it!
53. Yes in a small way. Everything follows from our uniqueness. Its very congruent.
54. Yes we build every strategy on our main principles. (1) Fresh product in bloom(2) marketing and product knowledge on how to profit from our company.(3) Frequency of marketing contact and product delivery/service.

Question 25. Do You Have a Brand Driven Business?

Question 25. Do you have a brand driven business?

Total: Yes 244, No 462

Additional comments:

1. Although have established a brand
2. Although I'm starting to think I need to explore this more.
3. As far as Nutritional Products are concerned it is the Herbalife Brand. I do not have a Brand driven business as far as my own identity is concerned.
4. At least not our brand. Although much of our business is from word of mouth, so in that sense we are unintentionally brand driven.
5. At this point, I'd say that our brand is not very strong or well-known.
6. Brand is extremely important in all businesses in Asia.
7. Business Wise or Profit Wise?
8. But I'm going to work on creating a brand for myself
9. But only because our customers know that our product is superior to other massage devices.
10. But that's changing. We're starting to develop a very strong brand in the youth leadership scene in Alberta.
11. But this is something I'm interested in developing.
12. But we hope to someday
13. But we would like to have one in the future.
14. Century 21 Real Estate is a brand.
15. Corporately. Re/Max
16. Currently it is a personality driven practice but we need to make it less personality based so any doctor who works in our office can be seen as an equal to my wife and I who started the practice.
17. Currently, the brand is the cruise line. We're trying to move toward us becoming the brand.
18. Everything we do promotes our single brand.
19. Getting there....only just over 3 yrs old.
20. However my goal is to build a brand name.
21. However, I am working on positioning and branding my marketing system.
22. I am creating myself as the brand
23. I am starting to feel really bad answering these questions.
24. I believe that brand is everything in my business. The generics make little money. Our challenge now is to develop the ATI brand.
25. I focus on "Clean Air Gardening" with everything I do.
26. I know this could be improved drastically.
27. I say yes because I believe that eventually how our brand is perceived will be crucial. Right now, brand is not so important, but development of a high-end, respected brand is part of my long term strategy.
28. I think we will be able to capitalize on our name from our previous business.

Question 25. Do You Have A Brand Driven Business?

29. I use well branded tools and processes. Next need to brand my business as one that produces results.
30. I've been focused only on Direct Response. But now I'm adding brand as well.
31. In Development
32. In my business it does not appear to be appropriate, unless we decide to float or to sell the whole business.
33. In part – some of the product that I source and manage is packed into major US food brand names.
34. In process of developing one
35. It could be improved, but I'm working on it.
36. It could be made into a brand.
37. It is to the extent that there is name recognition of current instructor. I would like to grow this to a branding of our Academy
38. It's becoming that way
39. It's definitely part of our decision making process
40. Kind of set something up in 1994, We have traditional value with a younger way of bringing the food to homes-
41. ME
42. Mostly location driven
43. My aim is for the company to represent something to the client and so is a brand.
44. Not at all. Containers are commodity. The only way to differentiate one container supplier from another in the way we do business. We can't do it with the containers because we all get them from the same sources, namely shipping companies.
45. Not at this time
46. Not yet, but working on it.
47. Not yet, we are moving that way
48. One of the lessons learnt from the "How To Be A Billionaire" book was the concept of having a brand. Following reading this we rebranded our company – this has helped with overall marketing.
49. Only in the past couple of years has one of my major suppliers been running institutional type magazine ads that is starting to bring the name of Larson-Juhl into the minds of clients looking for framing. Also, an organization that I belong to FramersSelect has started some of the same branding ideas that we as FramersSelect members are quality independent framers.
50. Only in the sense that my personal reputation is something of a 'brand' but not a brand in the usual sense.
51. Or perhaps we should say, our business drives our brand and our brand grows our business.
52. Our company is trying to brand our product line.
53. Our customers are primarily brands that have derived a certain amount of loyalty from their customers although that is changing
54. People in the industry know of our reputation and commitment to service. We've been in business for 28 years and have some industry recognition.
55. Planned.
56. Possibly. I've become extremely well known in the community and have

Question 25. Do You Have A Brand Driven Business?

- fortunately gained a great reputation.
57. Product driven
 58. SNACKS AND COLD DRINKS ARE WELL KNOWN BRANDS.
 59. Some are yes, some are no
 60. Some products I sell are brand names the others are not but I work on getting my manufacturers recognized
 61. Starting to be. Brands build up slowly.
 62. That's how we differentiate ourselves. The brand of who we are, I suppose – all wrapped up in our logo and business.
 63. The company name is the brand and stands for what I do.
 64. The Mittleider Method, and the books by J.R. Mittleider
 65. There are elements of it that are, or could be in the future, brand driven.
 66. This could be either Yes or No depending on how you want to define brand. Do we have repeat customers because they collect artwork by David Knowlton, yes. Will they buy another artist's work as well or instead of Yes.
 67. To a degree our logo and printed material has a high quality feel about it.
 68. To a degree.
 69. To an extent we have a brand of quality
 70. To be able to make the brand appeal and mean to the consumer , which influences his purchase , it requires investment in the brand building by spending money. Do not have that kind of capital to invest..
 71. To some degree, the IBM brand name helps drive the business.
 72. Trying to establish one by advertising has been very expensive
 73. USP
 74. Waiting for technology to settle – will then drive brand
 75. WANT MOST
 76. We are a distributor of other people's brand, a telecommunication company. We display their brand on our stores, our "brand" (company name) exists only on company invoices.
 77. We are beginning to try and build some brand recognition and awareness
 78. We are starting create a brand called Cashed up
 79. We drive people to the use of our company products but we also attract people looking to create a home based business
 80. We have a sales programme that is becoming more well known, and our MD (my business partner) has an increased profile through articles I produce and run in a variety of business publications.
 81. We only work with Microsoft products. We are a managed partner of Microsoft in Southern California, which means that we work closely with them to meet the needs of our clients.
 82. We sell services, consulting – brand is very important.
 83. What we want to achieve is to brand our company beyond the products that we sell.
 84. Working on it
 85. Working on that.
 86. Yes I am branding myself, as a specialist to my niche.

Question 25. Do You Have A Brand Driven Business?

- 87. Yes in the sense that we are attempting to create our “brand” (the name of the firm) and identify it as a competent, useful and knowledgeable consulting resource.
- 88. You can say that we try to promote our brand “AutoJini.com” as much as we can. But I am not sure if I have a brand driven business.

Question 26. What's Your E-Mail Marketing Strategy in A Nutshell?

Question 26. What's your e-mail marketing strategy in a nutshell?

1. ? (4)
2. 1. Must always be combined with other contact forms; make sure we know where each client stands regarding their use of e-mail, and respond accordingly
3. 1. client contact. 2 generates new business.
4. 2 Opt in ezines, get all organisations in Australia and overseas to let their members be aware the ezines exist and to subscribe. Then email weekly. Give free bonuses and sell our product and services.
5. A newsletter and personal "touching base" contacts
6. Advertising to home-based business seekers and purchase of leads from sources that look for these kinds of individuals.
7. Affiliate marketing but in essence non-existent.
8. An email goes to client/prospect base 3+ times per month focused on educating the client, providing thought provoking and inspirational insights, setting the stage for selling products and services.
9. Answer email queries quickly
10. Answer the emails that I get from a few clients that do business that way. Most all of my business is personal contact, phone and mail.
11. As little email as possible. Prefer conventional communications methods.
12. As soon as we put up a website, my goal will be to drive traffic to the site and collect the name and email addresses of the 95% + people that don't buy our product, so I can drip follow up articles and sales letters to them until they unsubscribe.
13. At the moment it is about refining & developing an E-newsletter ("European Ratings Highlights") that goes out to our issuer & investor customers. In addition there are email campaigns to raise awareness of our various products & services.
14. At this moment, am building up my database
15. At this point I envision my website to be my salesman. It will answer all the questions; it will educate more and more as we get better at it. Long term I want it to be a place customers will visit just to see what's happening or to find new information to help them in their patient care. It will also gather information necessary for the execution of the sale, address, credit card and so for.
16. Auto responder series under direct mail
17. Basic website, follow up on e-mail leads
18. Being developed
19. Bi-weekly newsletters with offer at end tied into article.
20. Blast away...cpa with opt in—but keep blasting//measure, tweak, and blast!
21. Blast once a month with something
22. Build a opt in list of people interested in making more profit, build relationship around articles that educate.
23. Building loyalty through personalized email marketing and communication
24. Capture addresses and follow-up up with information and offers
25. Capture email addresses & email newsletter to provide value.
26. Capture e-mail addresses on website and then send them newsletters

Question 26. What's Your E-Mail Marketing Strategy in A Nutshell?

27. Capture email names through optin – then market to them to build trust, educate them and turn that lead into a long term client
28. Capture name and email address of first time visitors to website (ethical bribe). Create website traffic primarily from permitting host/endosers to offer a special report by going to my website. Then once I have a visitor's name and email address, take a proactive approach to building a long-term relationship with them by becoming a valuable resource to them and offering them products and services that I provide or backend through joint ventures.
29. Capture names – e-mail with permission to on-line events, telecoaching, etc.
30. Capturing e-mail addresses of those who visit our corporate website, and entering those names and addresses into an autoresponder
31. Collect email addresses at my site with a free course. Then build an incredible relationship with my subs.
32. Collect e-mails from every contact, classify by type, prospect, supplier, etc and use for follow up e-mail marketing.
33. Collect opt in addresses
34. Communicate regularly, respect privacy and have a focus for each message.
35. Communicate with everyone interested in gardening, and convey the superiority of and need for our products, services, and donation to our humanitarian cause.
36. Communication to patients to keep my name in front of them.
37. Consistent contact with helpful information
38. Constant follow up and offer of more products
39. Constant value add to prospects who 'raise their hand' till it stops working.
40. Contact every 21 days.
41. Convert or enhance as many circulation and advertising and ancillary sales functions to email as possible.
42. Currently being developed.
43. Currently developing it.
44. Currently developing web – site allowing clients to seek on-line assistance and giving weekly info on our field
45. Currently establishing web site / Offering tuition through the web.
46. Currently only will be to inform visitors to the website that it's up and running, or aspects of the site are up, or that the products they are interested in are now in stock
47. Currently working on one.
48. Currently, we do not have an e-mail strategy. We are still in the process of collecting e-mail addresses
49. Customer education via emails is the strategy. The tactics are to collect names via ezine offer and then contact them regularly. In practice this is a struggle to constantly generate the free info.
50. Database management
51. Deliver good info without pissing anyone off
52. Develop a need for the service and use risk reversal to close the sale.
53. Developing web site
54. Development of a newsletter, to keep people abreast of wedding entertainment

Question 26. What's Your E-Mail Marketing Strategy in A Nutshell?

- news (prior to wedding), and another newsletter (post-wedding) to keep the relationship continuing.
55. Developing relationships, informally
 56. Direct contact with approximately 3000 e accounts 4x yearly. newsletter
 57. Direct mass mailings
 58. Do commissioned sponsorships of appropriate E-mail newsletters.
 59. Do not have one (42)
 60. Do not have one. Just begun website.
 61. Do not use e-mail to market.
 62. Don't believe that E-mail is significantly applicable to our business.
 63. Don't have an e-mail marketing strategy. The main one we have considered is a newsletter though some recent research shows that over 50% of high-level decision-makers do read e-mail. This could make an e-mail outreach strategy practical especially if there is effective legislation to control SPAM. SPAM is a dark cloud over all outreach e-mail campaigns currently. E-mail to our own customer list could be effective.
 64. Don't have one yet. Would like to use opt-in tactics as well as some bulk e-mail through Doctor Net E-mail Broadcasting service.
 65. Don't use for fear of being labeled as "spam."
 66. Don't have one, but need to put one in place to support other marketing efforts.
 67. Drive them to the website, have them sign the guest book, and implement an autoresponder drip system campaign.
 68. due for roll out in 3rd quarter 2003....under development
 69. E-commerce is not popular with customers.
 70. Edit the sales letter into autoresponder messages.
 71. Educating our clients
 72. Educational. Direct response.
 73. Electronic EZine sent to opt in list on a less than optimum time schedule - need more.
 74. Email advertisements to Buying Group members weekly. Also I used Monster.com to email their members who were looking for a sales position to acquire prospective independent agents.
 75. Email campaign to 2000 realtors: 3 emails per week using Greg Frost's pdf's
 76. Email important market news and information to our clients that establishes us as their trusted advisor. Enhance our web page to receive more hits and enable it to receive orders etc. "work in progress"
 77. E-mail info on listings to buyer prospects
 78. Email is generally reactive.
 79. E-mail is not commonly used for any marketing in Indonesia yet. I would like to know more about email marketing strategy.
 80. Email lists and copy
 81. E-mail marketing has been limited. If we will be hosting an event, we send to those who we know who have expressed interest in a related topic or vendor product. As people sign up, we send e-mails to those who haven't responded yet. Those who sign up get follow-up e-mails.

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82. Email marketing to small business owners. Hasn't been implemented.
83. Email newsletters twice a month with practical tips that relate to our areas of practice, upcoming seminars and our legal packages.
84. Email our download list for our Macromedia Premier training practice twice a month with new offering of free stuff and an updated training roster.
85. E-mail prospects weekly with information they want
86. E-Mail separate offers from time to time (tactic)
87. e-mail to customers data-based before telesales staff move in to call them
88. Emailing list of potential and current customers. Send them updating.
89. Endorsements and questioning
90. E-Newsletter brings in traffic to the website.
91. E-newsletter to customers and contacts. good for follow-up and approvals.
92. Ezine
93. E-zines from time to time
94. Fast communication method at my disposal. Great for networking
95. Feed the customer with information and later try to sell them
96. Firstly, ensure I get the right the targets, refine them, and then deliver massive, credible messages in a consistent and concerted manner.
97. Follow up with every prospect and keep them informed before and after the sale.
98. Follow up, thank you, welcome letters.
99. For liability reasons we have to be careful how we use the internet. I have not pursued this area yet.
100. For this business, none.
101. Fortnightly e-newsletter containing sales tips and interviews with market leaders in salesman/womanship.
102. Free newsletter – don't know how people find me, don't know what I'm doing the newsletter for!
103. Free regular newsletter with Free Info and useful tips, incorporating Interviews with Big hitters for modeling purposes
104. From my list of potential customers I will keep in contact about 2 twice a month with various helpful articles or insights and about once every 3 months with special offers on new products.
105. Funding doesn't allow.
106. Get biz owners e-mails then sell them with follow-up autoresponder
107. Get permission, then supply small bits of knowledge to make prospects comfortable
108. Getting potential customers to opt-in to receive information from me.
109. Going to develop a newsletter
110. Grow email subscriber list and provide a popular email newsletter
111. Have none at present as most retailers do not have e-mail and we have no relationship at this stage with the end-user.
112. Have not implemented one yet.
113. Have not used yet
114. Have to develop one as yet.

Question 26. What's Your E-Mail Marketing Strategy in A Nutshell?

- 115. have tried it, but zero response and expensive
- 116. Haven't worked much on that – it's confusing.
- 117. Haven't yet stated email campaign. Just like a sales letter Highly personalized, conversational, brief, of extreme self-interest to the reader. Grabbing their hearts & minds
- 118. Haven't got one.
- 119. Helpful content used first before selling a product.
- 120. I "touch" my prospects and clients at least once per month.
- 121. I am currently in the process of trying to develop one.
- 122. I am developing a newsletter for people to subscribe to, thus giving me their email address.
- 123. I ask permission to email with info and/or newsletter
- 124. I collect emails by offering potential clients a periodic information rich "email" message. This allows me to communicate with them with some frequently with the intentions of getting them at some point to transact business with me instead of any competitors, or not doing anything at all. It hopefully gives me top of mind awareness.
- 125. I collect opt in emails whenever I can, put them in an autoresponder, and mail out a little ezine every Monday if I have something to say I also blast out specials that I can dream of
- 126. I currently use to e-mail leads generating companies
- 127. I deliver benefits like cooking tips or books relative to my product.
- 128. I do not email market
- 129. I don't trust the Internet...too many claims, broad and otherwise. Too remote.
- 130. I expect to use email and fax marketing strategy from the beginning.
- 131. I have 2 newsletters to keep in touch with people. One daily and one once a month. I still need to develop this better.
- 132. I have a list of customers/partners and I write them when I have developed a new product. Also, periodically I'll write to stay in touch and to pass along something interesting.
- 133. I have a twice monthly email newsletter
- 134. I have a website and an online newsletter with 1200 subs. It features my speakers.
- 135. I have an e-zine or newsletter that I e-mail to clients, family, recruiters, news sources
- 136. I have not had one. I am setting up a drawing at the fairs. The drawing slip captures their email address. I have purchased mail loop from Cori Rudel which includes auto responders. I am in the process of compiling my customer email list. I am going to snail mail my customer list an request their email address. I have purchased software that automatically submits over 2000 classified ads. I will be able to capture email address from this. There are thousands of customers that I have had in the last 35 years that I have lost contact with. Last week I got an order from a lady in Texas from the Internet. I called her and asked if she had used my product before. She informed me that she had been using it for years and loved Elva's Jewel Joy that she used to buy every year at the LA county fair at Pomona, CA and had moved to Texas.
- 137. I have not yet, give my Email- to the market.

Question 26. What's Your E-Mail Marketing Strategy in A Nutshell?

- 138. I have two long-time mailing lists, and I occasionally market to them.
- 139. I just got my domain and it is the process of being structured.
- 140. I need to start
- 141. I occasionally put together a brief (one or two paragraphs) email on new developments and send it to clients.
- 142. I offer a monthly free newsletter with an opt-in sign up form in several places on my web site.
- 143. I offer FREE mini-courses and back-end/ cross market products to my subscribers that helps me create cash-flow to build my main business.
- 144. I prefer a secure email strategy within the website. However we should show up where ever people show an interest in improving communication for themselves.
- 145. I produce a monthly e-newsletter and have a formula for inviting people to subscribe that seems to work well. My plan is to create other e-mail communication to fit into the system, when we can produce one. (a system I mean)
- 146. I send an email to the key people in my organization once a week. I use this email to train, introduce them to articles that I have found and answer any questions that have come up during the week about product or ideas on working the business. We also announce weekly National Conference Calls including those where they can talk to the Doctor.
- 147. I send emails to my clients on a regular basis, I am currently trying to get more of my client's emails as it is so efficient to send them emails and costs NOTHING compared to a letter or postcard.
- 148. I send my clients a sample of the data and ask if they want to buy it, I try to select data that is immediately useful to them.
- 149. I send out approximately monthly newsletters to my lists, and if something interesting happens, I send out extra notices.
- 150. I send out emails about specials on products or events.
- 151. I send out on a weekly to fortnightly basis offers like seminars, products, services, and articles of interest.
- 152. I use email as a tool to help me with my main marketing strategy, but I don't have a distinct email marketing strategy. I send out a 7 page sales letter via email, then follow up via telephone to schedule a meeting in person where I show a power point presentation that forces the prospect to think about themselves and their businesses.
- 153. I use email sporadically at this time
- 154. I use periodic e-mailed "infomercials" to my target customer list to let them know about new products, services and technologies that can help their businesses.
- 155. I work with an e-mail-newsletter. But it doesn't work fine, because there are not enough visitors at my website. My newsletter is only distributed to my own opt-in-list.
- 156. I'm just trying to get started doing a double opt-in e-mail e-zine from my Site Build It website.
- 157. I've paid a web builder, have a page or site I've never bothered to see that I pay for monthly.
- 158. In Q2 we will be rolling out a drip marketing system that will deliver timely tips around Microsoft technologies and keep us top of mind.
- 159. In the best-of-7 competition that I cover, whenever an unprecedented comeback

Question 26. What's Your E-Mail Marketing Strategy in A Nutshell?

- or some similar event takes place that only we (through our meticulously-gathered data) would know about, we email alerts to our media contacts.
- 160. In utero!
 - 161. Inbound E-mail ordering
 - 162. Inconsistent
 - 163. Inform my customer about new products and services.
 - 164. Information resource and product announcement
 - 165. Irregular ezines
 - 166. It doesn't exist at this time...hmmmm.
 - 167. It is limited. It is reactive to when a prospect wants info.
 - 168. It's just beginning. We collect e-mail addresses from patients and prospects and send a monthly newsletter which gives them information on health care issues and integrates chiropractic models of taking care of the body. We also direct traffic to our web site which gives them a comprehensive look at our practice, our services and our approach to chiropractic care. It also provides an extensive listing of links to information and specific reports so they can research their health concerns and diagnose themselves into our practice.
 - 169. Its helps define our target markets
 - 170. Its rubbish in a nutshell and required work.
 - 171. Just an educational web site.
 - 172. Just beginning
 - 173. Just getting ready to start
 - 174. Just started a bi-weekly email newsletter designed to keep our name in front of prospects.
 - 175. Just starting
 - 176. Just starting to develop this.
 - 177. Just used for correspondence.
 - 178. Keep our members informed.
 - 179. Keeping in contact on a regular basis
 - 180. Keeping in contact with our clients, before and after the sale. No marketing efforts at this time.
 - 181. Keeping in touch
 - 182. Later, we'll have a newsletter.
 - 183. Limited tactics. Once in a while they will email customers. We just released our first quarterly email newsletter. That was the first email I believe our company has sent out to all our contacts. Once in a while, marketing will e-blast past customers of a certain product trying to sell newer versions of the software, but this is very rare.
 - 184. Limited.
 - 185. Lousy. I mail intermittently to a list of about 800.
 - 186. Mail out, then call.
 - 187. Mailing contacts on our database with relevant info.
 - 188. Make offer via email
 - 189. Market a target audience with value-added, cheap samples to establish a loyal

Question 26. What's Your E-Mail Marketing Strategy in A Nutshell?

- customer base for back-end sales of profitable products.
- 190. Market to opt-in list
 - 191. Marketing through affiliates, sending mp3 audio recording emails of lead owners endorsement for a coaching program to his customers.
 - 192. Mass emails to associates and lists with offers of seminars / workshops / conference calls
 - 193. Moderator of a practitioner email forum and occasional emails.
 - 194. Monthly newsletter with case studies, success stories, questions and answers, status of research and development and freebies
 - 195. Monthly newsletters to mailing list. I will be implementing follow up on sales soon, when I install a decent mailing program, at long last.
 - 196. Mostly newsletter and answering webmail
 - 197. Mostly reactive
 - 198. N/A (16)
 - 199. nascent
 - 200. Negligible.
 - 201. Newsletter (9)
 - 202. Newsletter that produce reports later and inform non-clients of upcoming events and products
 - 203. Newsletters, special reports, current event updates of relevance
 - 204. NIL (9)
 - 205. NO (3)
 - 206. No e-mail marketing.
 - 207. No great reliance on email.
 - 208. No real strategy. for new business. weak strategy for customer service and contact
 - 209. No spam. Period.
 - 210. NO SPAM. Personal emails, colloquial writing BUT always with USEFUL content. Very little advertising, and NO external advertising.
 - 211. No strategy
 - 212. No strategy
 - 213. No strategy at this time.
 - 214. No strategy. I do collect email addresses and ask for permission to contact customers in the future though.
 - 215. No web site.
 - 216. Non existent (7)
 - 217. None (144)
 - 218. None other than responding to inquiries and orders
 - 219. None really. A few random marketing emails
 - 220. None yet (infrastructure and stability not yet in place). but when ready, email marketing strategy will be to attract qualified leads to my site & to desire my services.
 - 221. None yet, although we do refer people to our website

Question 26. What's Your E-Mail Marketing Strategy in A Nutshell?

- 222. None yet. It will involve a weekly e-mail newsletter.
- 223. None yet. We will have ezine and email. To create an exclusive club.
- 224. None. Perhaps I'll start spamming people....
- 225. None. I email marketing pieces and forms I've written
- 226. None. just started collecting our clients email addresses a year ago. have about 300 email addresses now (total mailing list is about 3,000)
- 227. None. The reason being most of our customers are too unsophisticated to be able to make use of e-mails.
- 228. None...just email my clients once in a while to keep in touch with them.
- 229. None—I haven't set up that type of business activity to date.
- 230. Non-existent (7)
- 231. Non-existent as a marketing or sales strategy. Only currently a communication tool.
- 232. Non-existent yet. Working on it.
- 233. Non-existent. Lack of automated follow-ups is a big weakness.
- 234. Not applicable at this point in time as still waiting to register my domain.
- 235. Not developed (4)
- 236. Not good
- 237. Not implemented
- 238. NOT RELEVANT
- 239. Not strong
- 240. Not sure
- 241. Not used yet. (4)
- 242. Not very active – probably all my fault. I need help here to look for better ways to use it as opposed to treating it like a “fax blast” – I am sure there are more creative things that can be done
- 243. not yet implemented-- still in the designing stage
- 244. Not yet implemented.
- 245. Not yet online
- 246. Nothing (3)
- 247. Nothing at the moment apart from keeping in touch with clients at an individual level. No “mass emailing” done to our client base at this time.
- 248. Occasional email updates to clients. Email prospects as a followup. No continuous strategy in place.
- 249. Occasional emails to existing client base usually advertising products or services.
- 250. Occasional emails to prospects about available services and products.
- 251. Offer a free newsletter and viral ebooks to generate leads, follow up with other free reports, articles, newsletter, and endorse other products.
- 252. Offer at every occasion, advertising, on air, cards, flyers,... free ezine packed with value. Nurture and deliver value, then market to the list.
- 253. Offer free, but somewhat valuable information to our Registered Users (see answer to question 75) and other prospects, in an effort to get them to appreciate, trust, and value us, so that they eventually buy from us.
- 254. Offer unique products to interested marketers; also cultivate clients interested in

Question 26. What's Your E-Mail Marketing Strategy in A Nutshell?

- marketing on the Internet
- 255. Only email people who opt-in and expect emails from me
 - 256. Only for newsletters
 - 257. Only use e-mail after initiated by client. Multiple touches including "free reports"
 - 258. Only used tactically. Thank you notes, FYI messages and a marketing tips brief.
 - 259. Opt in email lists from direct mail
 - 260. Opt-in ezine's and auto responders.
 - 261. Our primary market is "used car dealers", most of them do not have an email address. Therefore, we do not have any marketing program in place that uses email.
 - 262. People can book on line.
 - 263. Periodic contact with club membership discussing availability of instruction and possibly upcoming events. Also, some follow up after lessons to see if the person has questions, comments, and would like to schedule next appointment.
 - 264. Permission first, messages second.
 - 265. Permission marketing connected with website
 - 266. Permission-driven acquisition of names in building community of prospects and customers.
 - 267. Personal e-mails to established clients, not with any regularity (could be MUCH improved).
 - 268. Personalized Outstanding emails using e-mails-rus.com
 - 269. Practically non-existent in marketing except a prospect can contact us via our website.
 - 270. Present the product on a web site. Let people request the product and then send information to them.
 - 271. Presentation emails to prospects with invitation to visit our homepage, followed by phone calls to get appointments to see them personally
 - 272. Presenting promotions
 - 273. Presently in development along with web site.
 - 274. Presently not doing any specific email marketing .
 - 275. Press releases – I know it needs work
 - 276. Primarily used as a form of communication between self, suppliers and market. During season weekly updates from suppliers used to keep marketers apprised of program, and market sales and product arrival reports to suppliers to keep them informed of market conditions etc.
 - 277. Provide a series of nurturous and educational communications
 - 278. Provide info on my services.
 - 279. Provide information based upon a referral or request for information.
 - 280. Provide information to customers in order to maximize traffic in our stores
 - 281. Provide so much value that people sign on, interact, and look forward to receiving our communication so that they view our firm as their primary source for all their home schooling needs. . . .
 - 282. Providing clients with updated news to enable them to make better informed decisions and therefore add value to them
 - 283. Publish an opt-in only Newsletter and eCourse. The Opt-In List is very small. I do

Question 26. What's Your E-Mail Marketing Strategy in A Nutshell?

- not use SPAM.
- 284. Purchase productive lists, educate addressees, follow-up three times
 - 285. Purely reactive at the moment
 - 286. Purely use it to introduce new ideas to existing customers or to follow up on telecanvassing
 - 287. Put a signature block on our emails
 - 288. Putting 5 years of contacts into the database now, with the goal of writing everyone I know a letter that I recently got at a Mike Pinto seminar.
 - 289. Reduced to nothing
 - 290. --Referral requests.
 - 291. Regular offers sent to current clients
 - 292. Relevant information to clients
 - 293. respond to inquiries
 - 294. Responding to email inquiries
 - 295. Responding to website inquiries
 - 296. Response, available on web
 - 297. Retain clients for life by providing unique services.
 - 298. Right now I don't have any
 - 299. Send a monthly email newsletter to prospects and people who sign-up on the web site.
 - 300. Send business owner's quarterly e-mails describing the company's services.
 - 301. Send emails out sporadically (as whenever I have time) to wind developers and interested landowners who we have obtained by participating in seminars and wind conferences.
 - 302. Send e-mails to clients regarding educational items and upgrades. E-mails to prospects with Free Trials
 - 303. Send emails to friends and family letting them know of my new business and asking for their support and help
 - 304. Send letters to potential referral sources explaining our service and fees we pay.
 - 305. Send multiple sales letters to my current list, ask for referrals, set up affiliates to market to their lists, offer multi-person discounts to events.
 - 306. Send out a monthly newsletter—linking to our website
 - 307. Send out Brochure with cover letter.
 - 308. Send out newsletters to clients, referral sources, interested parties monthly to keep me in the forefront of their minds
 - 309. Send out sporadic email and try to get people to subscribe to a monthly newsletter
 - 310. Send out The "Must-Know" Info TM Bulletin via email each week. Whenever possible add the names of people I meet to my distribution list. Offer people to list their business in my Network Exchange if they provide me with at least 6 email addresses of people who agree to receive The "Must-Know" Info TM Bulletin. Offer people a Special Report with "inside information" they must have if they provide me with at least 6 email addresses of people who agree to receive The "Must-Know" Info TM Bulletin. Keep increasing the number of recipients of The "Must-Know" Info TM Bulletin so that more and more people will request a Confidential Questionnaire, so I can then meet with them in person after they

Question 26. What's Your E-Mail Marketing Strategy in A Nutshell?

- have completed their Questionnaire, or send one of my colleagues to meet with them and receive a piece of the case. Also to ultimately offer seminars, books and tapes to people on my email distribution list, and to give them special offers through joint ventures and strategic alliances, and earn a percentage of profits generated through such endeavors.
- 311. Sending a thank- you for the cooperation letter to all participants in every copywrite project. Sending out materials for customers to work on for free in my coaching.
 - 312. Sending out a newsletter to an opt-in list every month.
 - 313. Sending out new information seminar dates once in a month.
 - 314. Sending out various mailings and newsletters weekly always with an offer to purchase and to give information.
 - 315. Sending regular newsletters and notification of training courses.
 - 316. Set two different groups as "Prospect Care" and "Client Care" and try to draw more clients and make currently clients buy more and refer others to buy from me.
 - 317. Simply to inform.
 - 318. Small nutshell: vague, almost non-existent at present
 - 319. Smartmail announcement sharing best practices and new products with customers.
 - 320. Some targeted emails sent to specific lists of potential users, aimed at creating awareness.
 - 321. Speed of new information. I.e. new product arrives in the morning, within hours pictures are taken and e-mailed to customers.
 - 322. Sporadic and in its infancy.
 - 323. Stay in touch with my list in a personalized way, with very short and to the point content.
 - 324. Still developing, website only a few months old
 - 325. Still in development.
 - 326. Subscriber-based ezine on website.
 - 327. Supportive
 - 328. Supportive
 - 329. Target e-mails
 - 330. Targeted E-mail direct response marketing to our clients, to those who have rejected us, and to select prospects, as part of integrated electronic/print/phone marketing campaign. Also eNewsletter in development.
 - 331. TBD
 - 332. The framework is there for autoresponders, but few people ever opt in.
 - 333. This has been the thing that really seems to hold us back and as of yet I can not say I am happy with what we are doing...we have tried numerous things without great success. I looked into corey rudl's course but felt that the whole course was designed to sell more of his products and sent it back...I could simply just buy the products...I am looking for a way to market successful my opportunity to a certain class of people and have not yet found the way
 - 334. This is just being built at the moment but it goes like this.(1) We offer a gift research report for permission to use email address for the following- Regular product offering and special program promos- Weekly marketing tips and info on

Question 26. What's Your E-Mail Marketing Strategy in A Nutshell?

- how to grow their business
- 335. This is something that I haven't taken on a full time basis. The only e-mail marketing I'm doing currently is with current artist collectors by sending them e-mail brochures that I receive from the art publisher on a monthly basis.
 - 336. Through various methods, I'll develop an opt-in mailing list and send periodic informational pieces along with subtle sales messages.
 - 337. To build and rent opt in lists then educate through real life stories people tell and my products uses, to provide individual user case studies and testimonials of people using my product in a very interesting client's self serving continual process such as travelogues.
 - 338. To build double-opt-in lists of targeted prospects, and send them offers and information relevant to their stated needs.
 - 339. To build double-opt-in lists of targeted prospects, and send them offers and information relevant to their stated needs.
 - 340. To capture every email of customer and follow up with them on a monthly basis to educate, provide info, updates and content where they use it immediately on their business.
 - 341. To develop a newsletter, I am still working on it
 - 342. To drive current clients toward more services with our email newsletters, and to encourage prospects in our target market to request a face to face.
 - 343. To get the e-mails in our system.
 - 344. To have potential prospects request my telemarketing booklet via e-mail thereby collecting their e-mail addresses
 - 345. To not give out my e-mail address!
 - 346. To publish own newsletter
 - 347. To respond as fast as I can.
 - 348. To send to customers bimonthly customer newsletters. For the website, to give weekly updates to subscribers who want to be notified of what's new or changed on our website.
 - 349. To use this tool as a communication point for referral agents. At this point too many international players sending email which is generally regarded as spam mail for obtaining loans.
 - 350. Two mass emails preceding each of our two BOP seminars each year, and monthly "technical tidbits" distributing technical information recently learned. We also send out monthly e-mail newsletters.
 - 351. Undeveloped
 - 352. Updates
 - 353. Use email to lend credibility by providing education and to guide prospects back to the web site where services provided are described
 - 354. Use e-mail to provide value to the clients (to keep their loyalty)
 - 355. Use email to work communicate to existing customers
 - 356. Use it for Backend
 - 357. Use it, but carefully
 - 358. used as a follow up to inquiries
 - 359. Using e-mail to communicate with my customers from time to time.
 - 360. Utilize email as a quick communication technique with busy executives – follow

Question 26. What's Your E-Mail Marketing Strategy in A Nutshell?

- up strategy to verbal communications in most cases – as opposed to leading technique.
361. Very basic – monthly newsletter
 362. Very little- do not know how to get to the right people.
 363. Very poor
 364. Very targetted
 365. Viral marketing.
 366. We approach some organizations by email and we use sig fikles in email but we do not have any unified email strategy.
 367. We are able to purchase lists of staff who work for our top performing accounts. We have written a series of messages which people receive on a rotating basis, based on their profession. We send out about 20,000 emails a month. Everyone in our database receives an email from us at least once every 2 months, some more, depending on their profession.
 368. We are creating a new site to capture contacts of people searching the net looking for mortgage info, we researched through Word tracker how many times Mortgage is used when searching the internet it rates in the top 30 searched worldwide. We are optimizing our website so that we rate on search engines . We setting information documents that people can download, by collecting their emails, we places in our autoresponse service where they feed sequential sales letters, newsletters and info that may be of interest. We also use the internet to send our newsletter to our client, we can send out 8 page newsletter to 2000 people at minimal cost. We submit our loans and track them on the internet. We have just been approached to promote other products on email list where we get a share of the revenues . Now that s exciting
 369. We are just about to embark on a new tactic of emails that link the ad to our website.
 370. We are just getting started and we are planning on sharing tons of valuable information with our readers in "generic" form and encourage them to find their "own way" of doing it - - this will help them to "see" the gap that we serve.
 371. WE ARE JUST STARTING TO EXPLORE THIS STRATEGY.
 372. We are still testing various approaches: - Selling the seminar through e-mail - Selling books through e-mail - Encourage customers to sign up for our free services in order to get their e-mail and follow up.
 373. We ask our every costumer their email address to give them notification of special offer or sell them backend product.
 374. We collect emails from store visitors and thank them for their custom. These are added to our online customers data and we email newsletters and offers to our database monthly
 375. We create raving fans through 1)Content 2) Personalisation 3) Speed
 376. We currently don't use email for marketing purposes.
 377. We do compile a list, send a monthly newsletter and sell a direct marketing package to advertisers to reach our list. We don't share the e-mail addresses
 378. We do not bulk email as a strategy.
 379. We do not e-mail except to our existing customers.
 380. We do not have one (11)
 381. We don't have client's data base, that would allow to use e-mail marketing. I hope to gradually be able to have such strategy, but at this point it is too early. I am

Question 26. What's Your E-Mail Marketing Strategy in A Nutshell?

- planning to develop an opt-in e-mail newsletter.
- 382. We don't have one because most of the funeral directors we deal with have only recently graduated to the fax machine.
 - 383. We don't have one, other than the way we send our Visual Quotes. We don't run an email mailing list.
 - 384. We don't use an email marketing strategy.
 - 385. We don't use email Marketing.
 - 386. We don't have one. We don't even have email or internet access in the office.
 - 387. We have a webpage that is passive, and we just react to hits to that site.
 - 388. We have a website, but no marketing of it
 - 389. We have an email account.
 - 390. We have an email, that's it. Just fine tuned our website but not using actively yet.
 - 391. We have not developed one as of yet.
 - 392. We have not utilized e-mail marketing at all.
 - 393. We have not yet considered e-mail as a marketing medium. Our efforts are wholly toward mainstream marketing. However email marketing will definitely form part of our marketing strategy when we have our licensees locked in.
 - 394. We have segmented our customers into different buckets and have yet to create the marketing pieces to update them on our offerings.
 - 395. We need to have help on this one.
 - 396. We send html newsletters to our list quarterly demonstrating challenge/solution of various productions in video, audio, cd-rom/
 - 397. we send out regular e-newsletters to interested parties that have opted in
 - 398. We target specific business and business owners
 - 399. We try to capture clients' emails and use them to supplement our communications
 - 400. We try to gather interested parties to sign up for our monthly newsletter. (Single Opt-In) In that newsletter we highlight new items, specials, sales, and occasionally include coupons. Our list is nearly 10,000.
 - 401. We use email only tactically. Email is more permission based in the UK.
 - 402. We want to stay in touch with our customers (and potential customers) with periodic email newsletters
 - 403. We/I don't have one.
 - 404. Web page
 - 405. Web site with mag/newspaper ads that require interested people to enter an e-mail and get an autoresponder reply instantly.
 - 406. website
 - 407. Website leads
 - 408. Website only
 - 409. Weekly emails with interesting/informative information plus links to special offers for additional products/services
 - 410. weekly e-newsletter to client list
 - 411. Weekly ezine with solo mailings twice a month for my primary market; bi-weekly mailings for my two secondary markets

Question 26. What's Your E-Mail Marketing Strategy in A Nutshell?

- 412. Weekly newsletter to clients and prospective clients (4400+ opt in subscribers)
- 413. Weekly newsletter via e-mail and we are developing info to e-mail on a consistant basis to stay in touch with our clients.
- 414. What's your e-mail marketing strategy in a nutshell None
- 415. When schools respond to our fax blasts we capture their email (soon we can do this via our website as well) and then we plan to use a series of progressive emails much like Jay did with his MMT. Each one offering a little more value and new reasons to come. Actually GETTING and USING their emails at all was a breakthrough this year.
- 416. Whenever they come to my website, they subscribe to my mailing list and I try to sell them my services
- 417. Working on gathering patient emails so we can focus on this part of the business
- 418. Would like to have one but I'm having problems generating targeted email addresses.
- 419. Write an article on related subject and use current or past customers to send it to their Biz friends
- 420. Write good copy designed to create desire for my products/services. "Touch" the potential customer at least seven times with slightly different information in each message. Send each message out on a timed basis so the potential customer doesn't forget about me.
- 421. Zero
- 422. Zero at this stage
- 423. Zero. Am working on the development of an ezine with insights into our types of specialties, however, and the development and growth of the list.
- 424. Zilch

Question 27. What Competition Forces Do You Think Most Shape Your Marketing Strategy?

Question 27. What competition forces do you think most shape YOUR marketing strategy?

1. ? (14)
2. ??? Having to compete with lower standard of 'goods'
3. 1 major US competitor in each segment that are inferior products technically but have established relationships with major LA studios'
4. A continual threat of a big company spotting what we're doing and having money and an established marketing staff in place to take over.
5. A plethora of health food chains, beauty, health and spa centers, all attacking certain aspects of the wellness concept.
6. A university hospital one mile away.
7. Ability of principles to meet market requirements and support products
8. Ability to cut through the clutter.
9. Advertising expenditures
10. Advertising tactics from competitors (those initiated at the dealership level) and our unit/dollar sales performance
11. Advertising
12. Aggressive fee discounting and property overlisting (ie way overpriced) when market tightens.
13. All the email "spam" forces us to be very careful and professional with our approach.
14. An easy entry area, too many suppliers competing, people shopping on cost alone
15. Anywhere I detect dysfunction and the seeds of resentment, anger and incompatibility. I believe there is an opportunity for improved communications.
16. Apathy
17. As technology becomes more user-friendly, and costs of cameras, computer-based editing, etc. come down, people think they can do in-house what they used to come to me for.
18. At the moment the market is very bullish, which makes it more difficult for us to acquire well.
19. At this time we have no competition.
20. Availability of email addresses.
21. available of product through divergent venues; other types of art available
22. Bad precedents set by poor delivery of services - I have to overcome the skepticism connected to "speaker" and "consultant."
23. Because consulting services are personal services one key to sales success is a personal relationship with the decision maker. This is a tactic frequently used by competitors, including the largest consulting organizations, so it's important to match it. There are other things competitors do that should be emphasized in our future marketing strategy such as (a) capability brochures and (b) documentation of successful case histories.
24. Because head-on competition can lead to time-wasting and rushed responses, we create our own niches which are designed to be for the highest good of all,

Question 27. What Competition Forces Do You Think Most Shape Your Marketing Strategy?

- including other suppliers
25. Being contrary to franchises by emphasizing accessibility and quality control.
 26. Being knowledgeable on what they have to offer and implementing marketing/sales strategies to counteract.
 27. Being the most environmentally aware, maintaining a low price, and delivery times.
 28. Being underfunded
 29. Better awareness among our prospects.
 30. Big boys like Staples & Bosie Cascade get people to think toner is like pens & paper, so they don't hook up with a supply service center like us until they break down.
 31. BIG BRANDED CONSULTING FIRMS; LOWER FEES; AMATEURS
 32. Big companies vs. small
 33. Big companies with substantial resources and smaller companies that have done a very good job at what they do
 34. Bigger organizations going for the same market.
 35. Billing firms are the big ones for accounts receivables.
 36. Blue Edge is a discount div of Coldwell Banker; it uses all the ideas I've developed but I don't think it's making money because of its overhead.
 37. Brand awareness of established brands and price comparison
 38. Brand name competition
 39. Branding
 40. Buying power of customers
 41. Chain marketers are adding locations and the edge we had by having the nicest facility and good marketing is less.
 42. Cheap imitators (3)
 43. Cheap labor
 44. Cheaper Asian marketed tuition – preprogrammed – not offered by qualified teachers
 45. Clients benefit
 46. Collection agencies.
 47. Commission cutting agents.
 48. Competing with unqualified people who way undercut the market
 49. Competition in a small community. Need to market outside of comm..
 50. Competition is after our clients.
 51. Competition is larger, better financed, positioned and less risk.
 52. Competition isn't a problem once we get an account – it's securing the business in the first place that is difficult.
 53. Competition on prices, relations with big clients.
 54. Competitive construction, demands made by customers and services that current customers appreciate.
 55. Competitive fees and availability
 56. Competitive forces have been driving down prices, but now everyone is trying to reverse the trend and raise prices.

Question 27. What Competition Forces Do You Think Most Shape Your Marketing Strategy?

57. Competitive forces? The changing nature of the job marketplace is my greatest comp.
58. Competitive offerings, price, discounting
59. Competitive positioning of competitor products
60. Competitors go after market share, based on the size of their advertising budgets. We can't compete with their budgets, nor do we need to. Because we are focusing our whole strategy on the clients real end needs. Our strategy is that results mean a whole lot more than spending large dollars on flashy advertising.
61. Competitors newspaper advertising
62. Competitors that are successful I view what they are doing and not doing and adapt.
63. Competitors who are always "low price" bidders. Competitors who are entrenched (i.e. are the preferred supplier with this customer). Also, during a business recession like we have now, customers who have to buy anything will pit one vendor against another to get the very best prices. Therefore in my marketing/sales strategy I emphasize the Value of my offering before I discuss the Price. Then I help justify the price as being commensurate and fair with respect to the value.
64. Competitors.
65. Consolidation of the financial services industry makes us compete against bigger and better trained reps in other companies.
66. Consolidation in my industry, technological change and 24/7 operations.
67. Continuing downward prices
68. Cost, value creation and talented staff.
69. CPA industry
70. Credibility
71. Currently I do operate in a "ME TOO" mode. That is a major problem. No unique services are offered. However, this may change soon when I explain my Newest Mission and Vision to my clients.
72. Currently many counselors coming into area and offer sliding scale prices
73. Dealing with lenders and realtors entering our business, but if we enter theirs in the case of realtors we will loose any business that is directed from them.
74. Dealing with negative issues about our industry and the fly by night competitors.
75. Department Store Sales, Department Store Advertising driving up Newspaper Ad Rates, Mall Luggage Shop High Pressure Selling & Price Cutting, On-Street location vs Mall stores
76. Differentiation – why we are better
77. Direct competition is not a strong factor. There is little direct competition for our services. Indirect competition for the 'consumer' dollars spent is more significant eg alternative services for business & personal consulting.
78. Dissatisfaction with mainstream medicine
79. Discount
80. Discounting because they don't offer added value. We offer added value and keep our pricing up
81. Distinguishing ourselves from the reputation of other network marketing companies.

Question 27. What Competition Forces Do You Think Most Shape Your Marketing Strategy?

82. do as the others do
83. Don't have a strategy
84. Don't know (10)
85. Downsizing and mergers
86. Easy accessibility to products that look like ours on the surface
87. Edina advertising, followed up with auto responders, and finished off with a phone call close.
88. Education
89. Efforts to avoid commoditization of services
90. Entrenched product loyalties
91. Everyone these days is a "financial advisor" whether they are or aren't, so I have been taught to just run the numbers your bound to find someone.
92. Famous brands and exaggerated expectations which means market education offering and delivering specific measurable results is important. We can choose different things to measure than our competitors. measure
93. Fast Food
94. Fear of loss
95. Features and functionality of 2 competitors' products
96. Fee rates
97. Focus on our performance and collaboration. Marketing strategy based on what we can give to client not what someone else says they can do.
98. For me the way to grow is to differentiate from competition. Seeing what the market wants that is not being done by the competition. Find out what they want and give it to them.
99. For one thing I'm in a saturated market. So I'll need to think of ways to distinguish my company's products from the competition.
100. For the most part our strategy is based on the absence of our approach to doing business in the industry. While our competitors keep thinking that price is everything, that customer service is optional, that offering performance standards (and keeping them) is weird, and keep failing to take the contact details of enquirers – we're in front, and will incrementally increase our lead.
101. Fortunately most are worse than we are.
102. Get customers before they do.
103. Get out there as much as possible and beat em to it
104. Getting recognition and attention, standing out from the crowd, and being heard above the noise (the constant flood of advertisement and information).
105. Getting time poor people's attention, there is so much marketing going on that people get into overload.
106. getting to the right prospect at the right time and regarding bankers, our best referral source, they are inundated with calls trying to get their referred business
107. Global economy; the non-environmental high volume producers that simply throw in a small percentage of certified product.
108. Global trends and supply/demand
109. Good question!!!
110. Government decisions

Question 27. What Competition Forces Do You Think Most Shape Your Marketing Strategy?

- 111. Have a great marketing strategy as you teach.
- 112. Have none
- 113. haven't defined competitive forces yet
- 114. Having to compete anew every season for product. The need to convince growers every season that we are the marketer to go with can be very draining and time wasting.
- 115. Hmmm not use
- 116. Hmmm. I think that competition in a general sense requires a well thought out and implemented marketing strategy. If I had no competition, marketing would be simpler.
- 117. Housing boo; Interest rates; Banks are buying business as they have lost so much in the last couple years
- 118. How the customer is thinking due to market trends
- 119. How do we get in front of CEO's.? When we do and they have a need, we must always close.
- 120. How many people are in the business competing, their size and their offerings. With internet that has changed a lot.
- 121. How my competition chooses to define itself
- 122. How the general public perceives our services in comparison to others offer a slightly different service.
- 123. Huge email marketing from the "big boys"
- 124. I am excited that no one in our industry is focused on solving the problems that clients encounter.
- 125. I am worried a better marketer may come in to the local area and do the things I SHOULD be doing.
- 126. I can't think of any.
- 127. I do not know anyone in my business that markets this way or this often.
- 128. I don't know (8)
- 129. I don't really compete.
- 130. I don't see much competition in my field as what we provide is a very personalized and value-added service that many business owners would want.
- 131. I don't think much about what anyone else is doing.
- 132. I don't want to compete with the large marketing and advertising firms. So I am carefully selecting vertical niches. It is much easier and cost effective to get known in niches and since my marketing systems are niche-specific they have a higher perceived value and allow me to charge higher fees and sell my training products for more than generic marketing products.
- 133. I feel I've done a pretty good job of making my service unique. My biggest problem is educating the potential client.
- 134. I have to be where they are in print, trade shows, etc
- 135. I haven't worried about my competition as much as trying to figure out what my patients want and need. Once I figure it out then trying to satisfy them.
- 136. I look to their successes, look for their repeat usage of the same tactic as an indication that the tactic is working for them.
- 137. I must deliver substantive information in an appetizing, easy, entertaining way. Books and speakers on my topics are usually dry, boring, and theoretical

Question 27. What Competition Forces Do You Think Most Shape Your Marketing Strategy?

- 138. I sell at markets so I have a lot of competitors and am on the move so in that field communicating consistency and reliability is most important.
- 139. I think most of my competitors are reactive and would like to distinguish our academy by really establishing relationships and becoming consultants for everything related to golf.
- 140. I try to peel an eye for who is partnering with whom. Particularly in terms of a smaller company supplying data to a larger operation.
- 141. I want my clients to receive the best of what they need. If someone else can serve them better, or meet a need that I can't, I refer them to my competition. This has always provided me with long term loyalty from my clients because they know I have their best interests at heart. (Sort of like the "Miracle on 34th Street" principle.)
- 142. I wish our competition would force us to shape our marketing strategy more. My personal marketing strategy has been within the confines of my region and limits my manager allows. Our competition has forced us to build more host-beneficiary relationships.
- 143. I would say it is to figure out ways not to be commoditized—and to differentiate by more than just price
- 144. If I had money to spend on marketing I could grow as big as I wanted b/c no one in my industry markets. It's totally amazing to me!
- 145. I'm not sure.
- 146. In our business anyone can promise or say anything, and there is no regulation to prevent it. We must deal with this.
- 147. In the UK the competition is apathy - no-one thinks they have a problem .In the US, I'm not aware of any strong competition in the audit software market. Some exists, but the prospects I've spoken to consider it very overpriced.
- 148. Industry competitors with local presence , large brand consultants.
- 149. Industry credit services are fairly inexpensive but the two companies that provide these services to approximately 15,000 users do not make the call on whether or not to deny credit; owners who believe that they, themselves are "experts" in every area of a business.
- 150. Inferior, duplicable marketing schemes
- 151. Insurance reimbursements.
- 152. Insurance/HMO panel listing
- 153. Interest rates, the economy and peoples ages.
- 154. Interest Rates, Closing Costs, 100% financing with "B" credit
- 155. Internet Marketing Warriors – <http://www.howtosell.info/warriors.htm>
- 156. IT Equipment: Price drops, regular and relentless. Obsolescence, quite rapid and accelerating in some categories Software: strong entries of new products in accounting and ERP solutions. Equal or better features-benefits with markedly lower prices
- 157. Just outworking the big boys in the industry. Building my reputation.
- 158. lack of cash and clients
- 159. Lack of customer orientation and bad service
- 160. Lack of financial resources.
- 161. Lack of genuine competitors specializing in this field, therefore need to prove to prospective clients that I will be able to cater specifically to their needs as

Question 27. What Competition Forces Do You Think Most Shape Your Marketing Strategy?

- opposed to them just being another number with some other business/firm (building client trust).
- 162. Lack of honesty and negative cash flow on the market
 - 163. Large incumbent suppliers in a flat market which force us to differentiate ourselves from them in order to grow
 - 164. Large vending companies and bottlers getting into low volume locations.
 - 165. Larger agencies coming into the marketplace with a stronger story
 - 166. Larger companies with deeper pockets and resources force us to position ourselves as high in quality, service and reliability...and being the much 'friendlier' company to deal with.
 - 167. Local government business support initiatives as an example of money and advertising (scatter gun) which does not necessarily deliver.
 - 168. Location, media resources, inventory and cash for expansion, others selling below cost, others selling inferior products at low price or inflated price
 - 169. Losing a customer or to an inferior competitor or product!
 - 170. Low price leaders.
 - 171. Low priced imports.
 - 172. Low-ball pricers, because I have to explain more, yet I refuse to budge on price. Quality never budges on price.
 - 173. lower prices
 - 174. Lowest cost, availability, feast or famine
 - 175. Lowest price
 - 176. Lowest rate wins.
 - 177. Maintaining technical edge in the BOP business, develop recognizable and marketable technical edge in other services. This is the only marketing message; loss of this advantage would be significant.
 - 178. Make sure to stay ahead by being creative in design engineering.
 - 179. Many offer fast and easy but doesn't work
 - 180. many other organizations requesting support
 - 181. Many people promise much quicker money than we do...but what we have is a lot more Authentic, as far as I am concerned
 - 182. Market presence.
 - 183. Marketing yet looking professional (law field). A lawyer has to be careful to always be looked upon as a lawyer (something people respect) yet friendly enough to make the sale.
 - 184. Massive "branding" campaigns used by the "big boys".
 - 185. Meeting client needs that are currently being underserved in my target niche. Client will pay a premium for excellent service, but they will demand execution on the promise and expectations. Many times this means being at their disposal 24 hours a day, 7 days a week.
 - 186. Mentality of the prospects – the competitors can take care of themselves.
 - 187. Microsoft (Great Plains, bCentral, Navision,) about 2-3 other software vendors, the economy and the impending Iraq invasion
 - 188. MLM companies who promise great income opportunity for a \$50 investment.
 - 189. Monthly cost to operate the product

Question 27. What Competition Forces Do You Think Most Shape Your Marketing Strategy?

190. More exposure for their businesses.
191. more new competition, lower response to advertising and marketing campaigns
192. Most dental practices do not make the experience a personal one. That is what we try to do by ensuring that our patients are comfortable, confident, pampered and feel in total control. We supply them with the education, the information, the recommendations and lead them to making the appropriate decisions...but the bottom line, is that it is their decision and they are comfortable with it. We try to make their total experience from walking into the office to the direct mailers and thank you's that they receive, so unique and different that they spread the word!
193. Most of the competition caters to micro cap clients which tend to more promotional as opposed to following best practice strategy.
194. Most other accountants are involved in what we call compliance work. We endeavor to work in helping our clients grow their business.
195. Most vendors in our industry sell only product and moderate marketing support. We plan to lead by helping them build their entire business. This will polarize our client base into those who want to improve (Those we want as customers) and those who can't bother (who are probably going out of business anyway!) This will provide superior access and accelerate growth.
196. Mostly the fact that there are a plethora of companies selling many, though not all, of the products we offer but in general, not of the same controlled quality. The public has no way of judging the nature and quality because of the lack of legal or published standards.
197. Much of this business is who you know, so our marketing revolves around trying to get existing customers to generate referrals.
198. My biggest problem is more getting execs who are young (or young minded), willing to make a fresh start & leave the past behind, no matter how sweet. Because the stuff I teach is radical . In Pakistan the mentality pretty rusty & complacent decades behind.
199. My competition's strategy. Only have to beat their strategy to beat them.
200. My competitor's direct marketing programs. (how effective they are)
201. My marketing strategy is not very competition oriented.
202. My Office The general downward trend of real estate commissions Personal haven't got a clue yet
203. My own – my market is open for capture
204. My own competitiveness within myself to grow the company
205. My sense of what is the competition, since I aim for a broad spectrum of prospects it is not so easy to decide who competes with me.
206. My wife-She's the whip girl! :) I don't think we have any competition, and never will. The only competition is fighting for the same dollar.
207. N/A (7)
208. Name chef's and big company promotions.
209. National brand recognition to consumers through the media
210. National Security providers—we exploit their size strength and turn it into a weakness
211. Need for more revenue
212. Needed to clearly distinguish myself from competition, and be able to continuously generate more value for the client.

Question 27. What Competition Forces Do You Think Most Shape Your Marketing Strategy?

- 213. New entrants to the industry put a pressure on prices and sometimes is difficult to get customers if the supply is very high.
- 214. New features of competing software
- 215. NO CLEAR ANSWER
- 216. No competition
- 217. No competition in my area.
- 218. No Idea!
- 219. no proper marketing strategy in place
- 220. No real competition in local market.
- 221. None (23)
- 222. None as of yet. We don't have any competitors in our industry.
- 223. None at this point
- 224. None really, except for simply changing/matching my product's prices with what the competition is doing.
- 225. None so far.
- 226. None, although they should
- 227. Not considered
- 228. Not necessarily competition but market forces and company spending affect me more.
- 229. Not so much the competition. Competition may charge anywhere from A\$30/hr to \$90/hr but our charges are no less than \$120. We're able to get business because of risk reversal and innovative solutions.
- 230. Not sure (6)
- 231. Offering exceptional customer service and value added features, like move up tax analysis to differentiate us from competition
- 232. Only some other companies that claim that their product offers the same benefits that our product does and then reacting to it but so far there has been no serious threat
- 233. Other brokers who only know how to compete on price
- 234. other companies copying our methods
- 235. Other competitors
- 236. Other competitors
- 237. Other consultants targeting the same prospects.
- 238. Other consultants who already have a reputation. Trying to differentiate myself from them.
- 239. Other delivery units are using a lot of couponing or packaging for better value of their products and Restaurants are using delivery services to bring food to people's home.
- 240. Other distributors within our parent company
- 241. Other independent planners
- 242. Other lawyers that do only criminal
- 243. Other local portals, and other forms of media advertising.
- 244. Other low cost service providers are compared to my company and when the decision is primarily price based, those providers usually get the sale (they're

Question 27. What Competition Forces Do You Think Most Shape Your Marketing Strategy?

- cheaper).
- 245. Other MLM companies
 - 246. Other non-competing industry tactics.
 - 247. other physicians looking for patients
 - 248. Other product performance
 - 249. Other real estate offices.
 - 250. Other realtors and their ability to dazzle the customer with their technological know how.
 - 251. Other retailers and the big market chains. We have to compete them on a smaller budget and smaller buying power.
 - 252. Other success models
 - 253. Other successful realtors and national franchisees
 - 254. Other than "do it yourself", I haven't identified any competition.
 - 255. Other types of facilities in long term care
 - 256. You!!! , Chet and Dan Kennedy
 - 257. Our business is in a rural area and has very little competition. We have been financially unable to do much marketing outside our immediate area.
 - 258. Our competition is (a) other excellent Pocket PC internet sites, (b) other handheld magazines, (c) the zillions of other things people can do with their time other than read our magazine. Our positioning includes – (a) in depth, well-written content with the most important stuff included with the advantages of paper over a computer screen; the Net has its advantages and we encourage people to go to our web site and others; (b) If you want to learn how to best use YOUR machine rather than read overview of someone else's device, then read our magazine; (c) the magazine is written for busy people – lots of byte-sized knowledge to increase productivity and fun as well as in-depth info.
 - 259. Our competition is predominately in-house work in our client's clinics. We must show our target prospects that we can take care of them better than they can take care of themselves.
 - 260. Our competitors are competing purely on price and we have to educate our customers on the value of having shelters that last for years and whose insulation and doors do not fall off of in a few short years or whose exterior shell does not degrade in a one to two years due to UV radiation and weathering.
 - 261. Our competitors are either associated with the sale of security equipment or are a huge security company with million dollar fees. We don't sell "stuff" (cameras, access systems, etc.), nor do we only deal with specific security problems (e.g., executive protection, computer systems protection, biological terrorism). We work with mid-size to large companies who want to provide a more secure work environment and lesson their exposure to law suits, productivity collapses and negative publicity. Companies face a far greater risk of workplace violence, fire, medical emergencies, bomb scares, etc. than terrorist attacks.
 - 262. Our competitors are typically slow moving and we respond faster than anyone
 - 263. Our lack of depth in intellectual capital could effect our ability to convince prospects to go with us.
 - 264. Our main competitors are large multinational companies with access to higher levels of our potential customer organizations. Our goal is to not be excluded from contract competition. We do this by our strategy of technology transfer and local partners

Question 27. What Competition Forces Do You Think Most Shape Your Marketing Strategy?

- 265. Our main vendor is our main competition.
- 266. Our service is unique in the local market.
- 267. Our service to make our clients successful
- 268. Patient only pay for the chiropractor, we have a bit of competition from masseur and other who are trying to do manipulation unsuccessfully at this time...
- 269. People are bombarded with financial information that forces them to make financial decisions on a microeconomic basis, product by product, instead of seeing the macroeconomic big picture that I provide by showing them their financial information on the proprietary financial chessboard that I use.
- 270. Peoples desire to "do nothing"
- 271. perseverance
- 272. Political forces from local church authority that may not approve
- 273. Price (13)
- 274. Price & fear of losing business to cheaper but inferior quality rivals
- 275. Price & style of service provided
- 276. price and freshness of our product
- 277. Price and location as we are a local not national business
- 278. Price and product
- 279. Price and quality of animals
- 280. Price and service. We're better and faster than 99% of awards dealers out there. We are in the top 1% of the nation in sales at \$1,000,000.
- 281. Price and the physicians who don't understand the costs of this business
- 282. Price comparisons are very easy on the Internet, so I have to watch out for competitors who try to undersell me by a few bucks, and prove that I am worth extra money.
- 283. Price pressure
- 284. Price vs. service
- 285. Price, information, and customer control online.
- 286. Price, product range, quality
- 287. Price, standing out as being different from the crowd.
- 288. price/offers and facilities
- 289. Prices of competitors
- 290. Pricing and branding
- 291. Pricing and company size along with credibility to execute.
- 292. Pricing and Innovation
- 293. pricing and interest rates
- 294. Pricing and productivity ; importations
- 295. Pricing by competitor and customers perceived value
- 296. Pricing from other lawyers, understanding the client better than other lawyers
- 297. Pricing in a world market place is shaping our industry as a whole at this point
- 298. Pricing that has hugh discount element in their promotion
- 299. Pricing, brand, loss-leader environment of the finance industry
- 300. Pricing, our competition lowers their rates during times of decreased demand

Question 27. What Competition Forces Do You Think Most Shape Your Marketing Strategy?

- while we remain constant. I suppose I've taken a somewhat contrarian approach and successfully differentiated my company by NOT falling in line with the rest of my industry. This has proven effective because we've remained busy while our competitors have not. Our clients have, however, expressed frustration that we've not lowered our rates – but they continue paying them nonetheless.
- 301. Pricing, speed of funding decisions, ability to educate potential customers to a previously unknown service
 - 302. Pricing, various lists offered by competition. We wouldn't want to lose a client just because a competitor might have an additional segment we don't offer, especially if it is related to our niche.
 - 303. Pricing, we sell commodities for the most part
 - 304. Product costs and product benefits.
 - 305. Product effectiveness, pricing, brand name
 - 306. Product solutions
 - 307. Products we don't offer in our niche market.
 - 308. Professional and regulatory requirements
 - 309. Prospects don't trust consultants. Clients Do. So use the clients' bank of trust
 - 310. Quality
 - 311. Quality / Pricing
 - 312. Quality and price of competing artwork from other artists
 - 313. Quality Relationship Pricing
 - 314. Rates
 - 315. Reaction
 - 316. Reaction to other local authorities/competitors
 - 317. Reactive low value-add companies.
 - 318. Reality of competing against direct sellers (generally lower in price) dictate that we position ourselves as more service and quality oriented
 - 319. Rebates and incentives
 - 320. Recession is good for me, as many companies want to do more result oriented marketing
 - 321. Reputation
 - 322. Reputation, expertise of competitors, domain knowledge in tech sectors
 - 323. Resistance to implement technology (so much business uncertainty right now) plus an unwillingness to invest money in an intangible service offering like ours.
 - 324. Results-driven & relationship-driven promotions
 - 325. Right now – I perceive that we are fairly unique in that we are more and more clear on what exactly we do for people and we are more and more clear on understanding on how to do it. A lot of the stuff I learned from purchasing the MM home study has helped!
 - 326. Sales from out of the country.
 - 327. Sales penetration and distribution
 - 328. Service
 - 329. Services
 - 330. Since competitors' equipment as well as ours has become a commodity, price seems to be the only distinguishing factor for the companies that are still in

Question 27. What Competition Forces Do You Think Most Shape Your Marketing Strategy?

- business.
- 331. Since mortgages are an intangible product I currently am always having to compete on price for the most part .This makes it difficult to distinguish yourself from the competition.
 - 332. Since we are a Family Wellness based practice where we are looking for people interested in maintaining their health and including chiropractic care in their health regimen, we do not advertise the typical 'back pain' message that is common in the chiropractic profession. We are striving to create and fill our own niche in the health care arena which is focused on keeping well rather than trying to overcome maladies.
 - 333. Smoke and mirrors
 - 334. So far, none. It's simply been industry norms driving it. Which is a lot of the problem.
 - 335. Sometimes bigger companies size is often perceived to be better
 - 336. Sorry, I don't understand the question. I don't try to copy my competitors exactly but try to emphasize my own strengths, if that's what you mean
 - 337. Specific Experience in field
 - 338. Substantial number of competing firms chasing small number of target clients with both limited cashflow and available time to assess and implement our recommendations
 - 339. Substitute products. Though we operate what some would categorize a differentiation strategy, so this only impacts us to the degree the market is unaware of the differences between our products and other seemingly competing products.
 - 340. Supply and demand of skilled resources
 - 341. Supply and demand; turnover.
 - 342. Technical, high quality solutions, delivered just in time at a lower cost each year.Long term fixed price supply commitments. Long term continuous improvement commitments.
 - 343. Technology and commoditizing what we provide.
 - 344. Technology innovation & application
 - 345. Technology innovation & application
 - 346. Tendency for education world to try to resource any new programmes internally (within schools by school staff with specialist interests or through already existing structures such as the teacher training colleges.) we have to show them how we can give even greater value for the long term by training and consulting with us.
 - 347. That is a big question.
 - 348. That there are many choices in mat colors and frame designs and that alot of framers tell you (the client) what you should do. I listen to my clients and involve them throughout the designing so that they feel that they weren't pushed into a price or design that they weren't happy with or felt overcharged about.
 - 349. That there are now SO MANY coaches!
 - 350. The ability of a client to try to service their needs locally instead of going with a company with a long track record of success and experience.
 - 351. The abusive conditions of the established channels. The difficulties of the established companies and the amateurs to innovate and differentiate.
 - 352. The big players.

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- 353. The big push into the internet
- 354. The biggest force I compete with is brand name recognition of the large mortgage companies
- 355. The competition does no marketing and provides poor service
- 356. The competition from our own brand's sales force (as opposed to us the distributors) and the offers from the distributors of other telecommunication brands in our area.
- 357. The competition in the industry is not high because of legislation in the UK the number of advisors is shrinking, there are not enough to go around that is one of the barriers to growth qualified people.
- 358. The competition is only used by large companies. Our program is also suitable for small companies.
- 359. The competition really sucks. Mostly we're seen as the NEW kid on the block. So it's pushing us to refine and clarify what makes us different and unique.
- 360. The competitor taking advantage of the American Public.
- 361. The construction business is easy to get into. All you need is a pickup truck, a magnetic sign, and the low price.
- 362. The continual structural and volatile changes that are changing our future today in world markets.
- 363. The drug industry constantly pushes people to take drugs for quick relieve of their pain, making it seem like people need a chemical solution when in fact they may need a physical/structural solution that requires time and repetition in accord to correct the underlying cause of their problem.
- 364. The economy. My clients absolutely freak out
- 365. The evolution in the way information is being presented, and the speed and direction in which technological innovations take the info-product industry.
- 366. The evolution in the way information is being presented, and the speed and direction in which technological innovations take the info-product industry.
- 367. The fact that almost no one has a strategy.
- 368. The fact that opposition provides a free service so we have to have better reliability and add extra value to our service.
- 369. The fact that the competition has no real marketing strategy.
- 370. The fact that they ALL look and operate the same and can only offer the same services for the most part. And, none a very strong in the personal customer service area.
- 371. The fact that virtually everyone else just goes for low cost or damaged credit.
- 372. The fact that we are not the least expensive product in the marketplace.
- 373. The fact that we have no direct competitors in the move announcement business. The fact that our biggest competition is clients choosing to manage their notices "in-house." Relatedly, the fact that we are promoting a new and unfamiliar service.
- 374. The falsehoods some companies tell their prospects.
- 375. The government (that I Cant say I have products that can make an huge improvement on the entire civilization)
- 376. The growth of coaching as a newly recognized business profession
- 377. The growth rate of competitors, as measured by the number of locations, is a principal focus of mine

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- 378. The housing market, the telecom market
- 379. The ignorance and mis-information about organics vs chemicals in gardening.
- 380. The inaccurate information from competitors has helped me position myself.
- 381. the insurance industry
- 382. The internet.
- 383. The internet.
- 384. The lack of a "real good" product and a "real good" market strategy deployed by the competition.
- 385. The large institutions control most of the clients.
- 386. The legal profession's failure to serve business people with proactive strategies for preventing legal problems.
- 387. The major market competitors like telecheck and equifax
- 388. The market presence of my established competitors.
- 389. The mindset of the potential client that they can conduct business with a consultant who they may never meet, because of distance.
- 390. The more I look at my competitors, the more I realize how much they are not doing right. It's true that if I were to do what they are doing, I would do a lot better. But if I were to add all of the Jay Abraham marketing tactics into a new broader strategy, I should be able to trounce the competition.
- 391. The nationwide networks of banks like B of A, Wells Fargo and Bank One.
- 392. The need to make the invisible visible – so much of professional service is invisible, and most other firms aren't trying to help clients see this
- 393. The Odd Legal status of the USPS – that it is not all gov nor all business and how that plays with competitors like UPS and independent companies like mine.
- 394. The only competition we have is the perception of want/need for our product
- 395. The only consistent competition is the automotive dealerships, we adjust our tactics to take into consideration what they are currently doing.
- 396. The other advertising agencies that work on design while mine works on writing
- 397. The pharmaceutical industry spends 15 million per day advertising.... we can't compete with that so we rely on word of mouth.
- 398. The presence of other companies with larger budgets , more sales reps, more attendance at conventions, more advertising
- 399. The present state of the economy
- 400. The product innovation and marketing strategies of competitors
- 401. The radio shows are LITTERED with experts; the fact that everyone is a self-proclaimed "GOD" makes getting booked for interviews far more challenging AND there is so much "expert" advice on the Internet and such an advanced degree of information overload that it's become increasingly difficult for people to weed out good information from bad and increasingly difficult for marketers to reach their targeted market because the sheer volume of competition is overwhelming to most consumers, even if they are seriously interested in solving a problem you can help with. Another competitive force that affects us is that we are not willing to lie to people about health, weight loss and nutrition, which means we don't offer "instant" cures, and would never suggest that you can lose 50 pounds and have a screen star figure in 15 just minutes while wolfing down junk food if you just take our "magic pill". Because many people are still seeking "something for nothing", they are suckers for such blatantly ridiculous appeals and less open to someone

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- who suggests they might have to do something more than order the “Slim O matic Video” or buy bottle of “Sexy-Body” Weight Loss Pills.
402. The reaction of our prospects. The Competition
 403. the sheer # of are galleries in our area
 404. The sheer number of other people writing products for the small biz marketplace.
 405. The state of the economy
 406. The things I am now trying are not really being done by what competitors I have.
 407. The thought that most of my market knows they have to market their health clubs, but rely on the standard 2 or 3 ways they have been doing things for years. Competition will be in getting them to realize the investment in my products and services has a better ROI than going with media sales people from radio, newspapers, billboards, etc.
 408. The usual makers of mailboxes make an inferior product, however they are entrenched in the retail market. Harder to break in
 409. The way people are being ripped off by “trainers” who charge a fortune and teach very little.
 410. Their “distance” and indifference to their clients
 411. Their advertising and prices
 412. Their inability to optimally run their operations.
 413. Their incompetence
 414. Their lack of initiative
 415. Their pure size and long history in the business.
 416. Their size forces me to spend on Direct Mail and ads, in order to reach the most prospective buyers.
 417. Their very low pricing and under cutting of my higher quality product
 418. There are a lot of Business coaching organizations popping up everywhere in Australia. We need to be able to prove we are better than they are.
 419. There are a lot of companies willing to undercut prices
 420. There are a lot of investment information products on the market, so I want to do something that I don't see others doing, such as a formal referral process.
 421. There are many alternatives out there for people to chose from.
 422. There are many companies trying to recruit the same identifiable candidate and we have to be as professional and competent as possible. The successful companies have a strong internet presence and an effective training program as well as auto and vacation programs that meet the competition.
 423. There are many competition forces that impact our business. In our market, as our brand name is not nearly as well known as our top 3 competitors, we are in the process of defining our Unique Competitive Advantage, our Value Proposition (i.e. what value and benefits do we offer to customers, WHICH OUR COMPETITION CANNOT or DO NOT), and our market niche & specialty. Thus, we are in the process of understanding our competition and our rapidly changing market, to define our UCA and unique market value.
 424. There are services out there in my field that degrade the business I am in by offering sub-standard materials, minimal education and unskilled labor thereby damaging artwork or valuable possessions. I try daily to achieve the highest and best in all arenas. This is the competition battle I chose to fight.
 425. There has been strong downward price pressure – from \$ 5k / day 2 years ago to

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- \$3k. Competitors are accepting lower fees and making it difficult to hold the line.
426. There is not much industry competition. My marketing strategy is to deliver a more comprehensive solution for slippery floors. I have decided to compete only in markets where potential customers are aware of the hazards and potential liability of having wet floors that are slippery. (California is a great market – probably due to the high concentration of lawyers – much better than Washington state, where everyone expects to encounter wet floors.)
427. They are all doing the same thing the same way.
428. They are bigger and known (big five)
429. They basically set our process, as we cannot be very much higher than the competition.
430. They can't use e-mail properly... if that is thing you asked.
431. They compete mostly on price. We compete on quality
432. They over promise on the results. They don't deliver on it, but they set the expectations of their clients and our prospects too high, which, when we come in with a dose of reality can turn prospects off.
433. Those who tend to underprice and underdeliver to an often indiscriminating customer; then there are the major international brands who overprice and underdeliver. For example, something like 70% of all CRM projects fail, due to the inflexibility of the major "shrink wrapped" packages and the lack of skill & the indifference of the sales/implementing teams. We look to find those considering these packages and educate the prospects on our alternatives, often at 1/10th the total Microsoft/Oracle/etc. implementation cost.
434. Threat of somebody taking over the market makes us think bigger
435. Tight economy
436. Too early to tell
437. Track record for results in short periods of time distinguish shape my strategy.
438. Traditional fine-art gallery "snobbery", patron & artist client big-picture economic concerns, patron client interest in (or ignorance of) fine arts and their personal & societal impact, plethora of mediocre art available to the public, influx of "cheap" art from emerging nations, artist client skill level (artistically, emotionally, financially), US cultural trend toward greater charitable giving, US cultural trend away from fine arts and "back to basics" emphasis in children's educational institutions
439. Truly none
440. Trust
441. Trying to match what others are doing rather than concentrating on doing what we do best – use our skills and knowledge base to get customers.
442. Trying to stay a step ahead of what they are doing
443. Unethical practices of competition lead to reactive, tactical responses to insure customers are aware of accurate information.
444. Unique strength of competence in our field, and reliable access to regulators/government and key decision makers in other countries.
445. Unknown (5)
446. Unlimited financial and human resources of my competition. Market momentum they have as well as reputation in the area.
447. Unsophisticated competition results in meaningful differentiation available if I work

Question 27. What Competition Forces Do You Think Most Shape Your Marketing Strategy?

- at it.
- 448. Value and service
 - 449. Wanting to become an industry leader.
 - 450. Wanting to improve on their ways
 - 451. Watch them, and exploit their weaknesses, and improve upon their strengths
 - 452. We are "little guys" out in West Texas
 - 453. We are a small business competing with internal service providers in a large public sector
 - 454. We are in a market place with multiple competitors, Most time we compete on price and quality.
 - 455. We are not long nor big enough yet, that's why we have to try harder (Avis?)
 - 456. We are not reactive to competition's marketing tactics, although we do monitor them.
 - 457. WE are restricted a lot by the medical community in advertising and in blatantly opposing many of the common therapies of other physicians.
 - 458. We compete with individual freelance developers who have very low hourly bids, but who don't offer fixed pricing, certified professionals, or any sort of guarantee on their work. They'll show up, write some code, and go home. We also have competition from other software development shops, but we can be competitive on price and usually offer a stronger guarantee.
 - 459. We differentiate ourselves by offering P2W as a study guide, that's helps you get One Step Closer to anything you dare to achieve
 - 460. We do not believe in competition.
 - 461. We do not have any competition at present as we are in an entirely new field. We therefore need to shape a marketing strategy that will help us disempower would-be competitors and copy-cats.
 - 462. We don't have a lot of direct competitors. Our biggest problem is that our potential clients rarely understand how much they need us.
 - 463. We don't really have any competition. Geoff and Paul are unique in Australia. There ARE other seminar presenters, but they are struggling to get a few people in a hall so they can sell them books or tapes or property.
 - 464. We feel that people should try natural methods before the use of dangerous drugs and surgery. These are a last resort. It is challenging having the richest and most connected competitors and in the world....The pharmaceutical companies
 - 465. We have a superior product yet feel we are losing ground to up and coming competitors – possibly due to price. We do not have a way as of yet to differentiate our product from the lower priced but inferior competitors.
 - 466. We have no competition in our field of operations, maybe this is a problem?
 - 467. We have no direct competitor but are susceptible to general performance in the economy.
 - 468. We look at what other vendor partners are doing, and if we see that working we try to emulate. Also, we try to look at companies who do not offer support for our vendors, looking for ways to bring their customers over to our vendors—and to us.
 - 469. We must be at least as good in every service we offer as the best of the service providers of every single service
 - 470. We must be at least as good in every service we offer as the best of the service

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- providers of every single service
- 471. We need to educate the market. The poor quality of other consultancies pollute the market and destroy our credibility.
 - 472. We only really market to our geographic area -- convenience for the customer. We're close to the hospital.
 - 473. We try to offer more features in a price range which our competition is not offering.
 - 474. We want to establish ourselves as the market leaders. We want to brand ourselves before our competition can make it to the marketplace.
 - 475. What our customers' say about us and our competitors (ie their perceptions). We do customer satisfaction survey where we ask the customers to compare ourselves and our 2 principal competitors. The outcome of this has a bearing on our marketing strategy. Market trends also have a bearing. We have to respond to which way the winds are blowing -- which sectors are thriving, which are declining has some (not major) influence on where we allocated our marketing budget.
 - 476. Whatever they're doing forces me to constantly seek ways to be different. If I'm different, I have no competition.
 - 477. When expanding into new verticals and markets, what do we need to do in order to be the irresistible choice for prospects?
 - 478. When I first started there were no jewelry cleaners on the market that did not have ammonia. I was the only one that was safe for pearls, opals; in fact it was safe for all jewelry and gave a quick beautiful results with a quick spray.
 - 479. When they take half of your market share overnight
 - 480. When things get bad, we market.
 - 481. Wholesale pricing.
 - 482. Widespread acceptance of synthetic vitamins
 - 483. Women are already spending millions and I want to re-direct their spending to my products.
 - 484. Working on new markets.
 - 485. Y2 Marketing concepts.
 - 486. Y2Marketing and being lumped in with sales consultants or marketing consultants. I try to differentiate myself from these 2 other groups so as to create the view in the prospects mind that I have no competition.

Question 28. Do You Apply Any Military Strategy to Your Business or Marketing to Achieve Greater Success?

Question 28. Do you apply any military strategy to your business or marketing to achieve greater success? If so, what are they and how do you use them?

Total: Yes 104, No 585

Additional comments:

1. A little but this is coming back as a new focus again. We analyze the competition and their plans and stay a step ahead when possible
2. After December's Event I am working to build the strategy of coming in from many different angles and consistently. First we mailed to all inactive clients that we had not done business with in a year or more. In it we made a special offer for a limited time. I then called back every client on the list to follow up on the letter. This gave us a good influx of business. It also cleaned up our client base list. Found out who was still in business or new contacts for other businesses. Next we started taking credit cards and sent a postcard mailer to introduce that. In speaking with all these clients and any new ones we have acquired I am promoting a referral program in the works. I have also started a monthly follow up call back in sequence with the previous months jobs. (ie called January clients in February, February's in March.)
3. Always following fundamentals.
4. Always try to see if you can do a counterattack
5. Always, refer to "Leadership Secrets of Attila the Hun by Wess Roberts among others
6. As mentioned above, I am doing what I can to use the force multiplier concept, but I realize that due to the cost and time savings inherent in email, I have not been using direct mail and faxes as much as I could or should. I am also cognizant of Sun Tzu's The Art of War, in which he talks about having the sword but never having to use it. I attempt to show people that I have so much essential information that is available in the "Must-Know" InfoTM section of my Web site to get them to take action, often times without even having to show them the information that is available to them.
7. As often as is appropriate, we hire critical staff from the competition, not only strengthening our company, but simultaneously weakening theirs. As noted earlier, the universe of qualified technical personnel in this industry is relatively small.
8. At one time we were all excited about the Rule of Three that the USMC apparently uses, but we haven't adapted it to anything.
9. Attack on many fronts, but focus on one. All great wars have been won only on one front.
10. Attack where you have success Survival first , make sure you can live to fight another day, –
11. Axis of advance, targeted assault & double envelopment with close combat.
12. Be everywhere
13. Boy, this is a tough one, every military strategy can and is deployed on every tactic and action we take. some of the good ones are stealth, surprise, attack from all sides, distractions, thwart, kill, win small battles first, triage, etc., etc., etc.
14. Brian Tracy's - target my pitch as high up the corporate food chain as possible –

Question 28. Do You Apply Any Military Strategy to Your Business or Marketing to Achieve Greater Success?

- CEO/board/investors to get leveraged decision making and present more services.
15. Business is a war
 16. Business is WAR, your competition is the enemy... Kill, Kill, Kill.... LOL
 17. But I should begin to think about it – for example, anticipating what the competition may be doing and pre-empting it.
 18. But I would think that this might be an interesting area to find part time people
 19. But I've started to. Especially increasing my focus... moving in to ground my competitors are not (marketing approaches and positioning)... and exploiting the weaknesses in my enemies strengths.
 20. cells
 21. Come at the intended prospect from several sides. (Direct contact, referrals, introductions, endorsements.) Continual pressure on the prospect, attack at different levels of the prospect's organization, never retreat, use systems,
 22. Concentration of Forces: Focus on full market penetration: target on homogeneous group in a geographical market (eg. realtors) and go into their offices to do 45 minute presentations
 23. Core Story
 24. Determining both prospects and competitors weaknesses and "slipping the knife" in at those points
 25. Divide and conquer
 26. divide and conquer, collaboration, secrecy, intelligence
 27. Divide and conquer, our two competitors are constantly at each others throats and we instigate this anyway we can. They constantly quote us in defense of each other.
 28. Divide and conquer?...the way to get much wool or a country of my own?
 29. Do plan/exercise and then try to pick the best route to win.
 30. Exploit our competitors strength: carpet bombing continuous marketing
 31. Flank attack: know who the competition is and what they are providing. By knowing the vulnerable aspects of their practice and performance I can address them with the client in the initial interview... without directly attacking my colleagues. The close rate historically has been above 80%. Last year it was 100%, with a wait list for services that is now three projects deep.
 32. Flanking the competition instead of attacking directly. Hit where the enemy isn't.
 33. Focus as much of my strength in one area of attack
 34. Focus of resources Use of strategy Awareness of resources to allow maximum usage Detailed planning of deployment Understanding aims Analysis of results and reaction to those results
 35. Force Multiplier Effect, E-newsletter, PR, links on multiple sites enable multiple approaches from different angles to overwhelm the prospect.
 36. Force multiplier.
 37. General Patton's "Control the Sandbox."
 38. Get more companies using high end advertising agencies to use more direct response marketing. Contacting them regularly with DM
 39. Great logistics. Moving mountains to meet special client needs.
 40. Guerilla tactics – pick the ground, pick the time, do it hard and fast to get a

Question 28. Do You Apply Any Military Strategy to Your Business or Marketing to Achieve Greater Success?

- beachhead in that niche
41. Guerilla warfare: develop very good products for a minimal cost and sneak them into the “battlezone”
 42. Guerrilla tactics to find out how the competition is running their business.
 43. Guerrilla tactics. I surgically strike at specific targets rather than present an overall marketing front.
 44. Have not done this yet but am willing to learn and employ some tactics by focusing clearly on what we need to achieve to be wildly successful.
 45. Have read military strategy, including Napoleon, and other generals, and theorists including the writer o the art of war, and of course Machiavelli – who goes beyond the military. No doubt it has influenced my thinking, however, if I use those strategies, it is unconscious.
 46. Hierarchy of who is in command on the production end. Working on Multiple Force.
 47. I am going to develop more modes of reaching the client: Video, MP3 Files CD Rom
 48. I am trying to implement Jay Levenson’s Guerilla Marketing Weapons into my business.
 49. I can call military but in reality the strategy is more under the strategy concepts for business.
 50. I guess some could be expressed in military analogies
 51. I have just purchased and need to read Brian Tracy’s book “Victory” regarding military tactics in marketing.
 52. I have only read Sun Tsu, and apply the strategy of knowing as much as possible about my potential client.
 53. I learned a lot from Mark Joyner, who was a US army psychologic warfare dept. researcher but I don’t know exactly which of his strategies comes out from his past
 54. I like to aim at a competitor’s strength so that they can’t react without altering their strategy.
 55. I like to be precise and to use math as my foundation for my scientific telemarketing practices. I like to practice Database Management and to focus on qualified prospects instead of practicing the “numbers game” style of selling.
 56. I never expect failure. I try to plan for all contingencies. I just need to learn marketing strategies.
 57. I think this would be very helpful. I have been watching the strategic military reports on CNN regarding our activities in Iraq and have come to realize how similar it is to running a business.
 58. I try to keep in mind : Target – Weapon – Movement
 59. I use some of Sun Tzu Art of war, but that can cover anything
 60. I used the high ground. I tied up all of the largest fairs in the U.S. to eliminate competition in those shows.
 61. I would love to use the strategies of The Art of War by Sun Tzu in the future.
 62. I’d love to hear about these – you hooked me well!
 63. I’ve studied war history for years and the biggest lessons are in learning from those who went before – ie. Never do a Gen. Westmoreland in Vietnam when he was in the same position and situation as the French 10 years before and when

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- asked by an aid whether he should look at the French battle in exactly the same valley Westmoreland said “they lost didn’t they, what would they have to teach us”. The Americans lost in exactly the same way as the French and with the same levels of horrendously high casualties. Lesson, never be arrogant, always look, listen, think, analyze and consider. Caesar was brilliant at strategy and fast, hence is victories. And don’t have a huge male ego, they just get in the way and cost you money, time and friends. I don’t need to stand on a podium in the middle of a packed stadium to feel validated. But then again, I’m a successful business woman.
64. If I am doing a presentation I will bombard the decision maker with a multiple ideas all at once - to intentionally create overwhelm which usually bust a belief about whether or not I know a lot of stuff -Or if it's a group presentation with competition all together I will give 10 -20 working alternatives really fast which usually places the other competitor in a defensive mode. And other multiple hits
 65. In a way of sorts. We attacked the competition where they are the weakest....men and boys haircuts...and by-passed the areas where they are strong (ladies and “family” hair care). We are moving fast to “encircle” the competition and establish our brand so that it will difficult for them to copy our strategy.
 66. In military science, strategy refers to a general’s ability to plan an entire battle or military campaign. The British General Montgomery and the American General Eisenhower, were inordinately successful because they planned strategy with extreme care and great detail. Their planning always covered the entire battle group that was to be mobilized to mount the battle or campaign. They identified and described in detail all of the procedures and maneuvers that were to be used to bring about complete victory. In the military scenario your strategy will combine: your military training, experience and know-how, your knowledge of the capabilities of the available equipment and the weapons in your armory, the supplies, equipment and forces at your disposal, the skills and abilities of your unit commanders, external influences such as the climate and the local weather, the terrain over which the battle will be fought, the intelligence provided by your agents concerning the numbers, skills and physical/psychological condition of the opposing forces, as well as their weaponry and preparedness, Our strategies are actually being modeled on the military concept as we have outlined above, exchanging “enemy” for “competitor.”
 67. Influenced but not specifically applied.
 68. Interesting concept – what do you mean?
 69. It is what I call the post war event ie the rebuilding phase or clean earth phase. Starting with a clean earth/sheet how would you build your perfect business, who would your clients be, employees, how would the business owner operate with their 24/7/365 life. What would be the perfect point of exit.
 70. Keep the troops in an overpowering mass.
 71. Know thy enemy and know thyself
 72. Know your enemy, know thyself. Pay attention even to trifles. We aim to keep communication flowing between us and our clients regularly.
 73. Know your enemy. Have a spy in his camp. Keep your friends close and your enemies closer.
 74. Know yourself, and know your competition. Then, even if you go to battle 100 times, you will win every time. From Sun Zi, the Art of War.
 75. Military strategy I am not sure of but we target competitors customer bases specifically

Question 28. Do You Apply Any Military Strategy to Your Business or Marketing to Achieve Greater Success?

76. Military thinking has to do with killing enough of the so-called bad guys to make you the winner. It's very much in fashion it seems. I have a military background and was trained an officer in the classic European tradition. Prussian military philosopher Carl Von Clausewitz 1780 – 1831 stuff like that. It pains me to no end that my country of choice Canada has been involved to pollute Bosnia with depleted Uranium that will maim and kill the people there for generations to come. I do not even want to think what horrors have been bestowed on the people of Afghanistan with all the an-depleted uranium that was rained on them to bring them "demarcate". If my selling to you is not a true win win situation I don't want any part of it. Military behavior is never win win. In fact the more win lose it is the better it is.
77. Mind control methods.
78. Mission Setting
79. MOOSEMUSS
80. MOSTAP and Sun Tzu
81. My personal research concludes that military strategy is obsolete. The only lesson I can extract is: You will win because of your highest strengths & by attacking the enemy's weakest point – no matter how big. So stick to what you do best & attack 'em where they stand no chance. Or metaphorically, fight in an arena where victory is indisputably yours. A second lesson is the orchestration of multiple or numerous tactics. Executing them in sync & sequentially. Every tactic, playing a important role - with all tactics.
82. Need to utilize multiple prongs but don't yet.
83. Never underestimate your enemy and the element of surprise
84. No advance without reconnaissance. We make sure our initial prospect meetings are pre-qualified by numerous criteria. Address the pain of being caught unprepared. No company leader wants the risk of law suit, productivity collapse or negative publicity when they can be prevented—for less than the cost of an attorney's retainer. Loose lips sink ships. All clients remain confidential, as does the work we do for them.
85. No but I am open to any and all suggestions.
86. No, apart from overwhelming people with what they can gain from using our products and services.
87. No, but I like the idea
88. Not consciously.
89. Not knowingly
90. Not specifically – but am very aware of Sun Tzu etc.
91. Not until now.
92. Not yet but I am sure I will once I get things moving because you want to get out there and capture your market what ever it may be.
93. One- Consider different marketing tactics as "Angles of attack"
94. Ongoing training of the telemarketer, role playing, reconnaissance of customers, competitors and what other business do, campaigns
95. Only discipline.
96. Our marketing program is PLAN and ORGANIZED.
97. Persistence- regular mail outs.
98. Persistent, Determination

Question 28. Do You Apply Any Military Strategy to Your Business or Marketing to Achieve Greater Success?

99. Principle of Force – never succumb to the macho/ ego-driven John Wayne approach of going at a full frontal assault unless you have an overwhelming advantage.
100. Putting the customer in what we called in the Marine Corps the dilemma of the “Horns of the Bull” i.e., No matter which way you turn you find us.
101. Shoot at anything that moves?
102. Sun Tzu Art Of War and 36 Strategem, I use them in different situations
103. Sun Tzu philosophies.
104. Surprise attack, know your enemy, anticipate their response to our attacks, capitalize on our strengths and expose and capitalize on their weaknesses and more.
105. Surround the prospect with multiple offers that lead them to you regardless of the decision-making process.
106. Survival training, it's a mental game more than physical; attack, attack, attack AND NEVER SAY DIE.
107. The Art of War
108. The best defense is the best offense.
109. The Guerilla approach.
110. The South African Defense Force has a publication: Service Writing in the SADF (I was a full lieutenant in the SADF in the early 70's) that spells out exactly what the meaning of a word or phrase is when used in the SADF, irrespective of what the dictionaries say. All our marketing documentation is scrutinized to ensure that what we are trying to say, will be understood exactly the way we mean it.
111. The South African Defense Force has a publication: Service Writing in the SADF (I was a full lieutenant in the SADF in the early 70's) that spells out exactly what the meaning of a word or phrase is when used in the SADF, irrespective of what the dictionaries say. All our marketing documentation is scrutinized to ensure that what we are trying to say, will be understood exactly the way we mean it.
112. Theory of the force multiplier!
113. Time spent in reconnaissance is seldom wasted
114. To exploit markets with speed
115. To the extent that information is a critical component in determining a successful strategy. We utilize to the extent that it is feasible, solid market information when planning and implementing strategy.
116. Unless kick-ass and take no prisoners counts
117. Using a Master Check List to insure that we do not forget anything in the whole process.
118. Using speed as a competitive weapon
119. We are in the process of re-shaping our market and business strategy to “not necessarily win ever battle, but win the long-term war.”
120. We are just starting this for sales of our allied health products. Nothing unusual, we will simply build a well trained squad and saturate our target doctors.
121. We assess resources deployed by competitors. Actions taken by competition to weaken competitors. Alliances that can be formed to establish strength in market. Ways to integrate activities and carry out more effective campaigns. Ways to simultaneously mount campaigns using different resources. Understanding local culture, geography and related details to assess how to take advantage of local

Question 28. Do You Apply Any Military Strategy to Your Business or Marketing to Achieve Greater Success?

- friendly influences to grow entry into market.
122. We have read Ries & Trout's Marketing Warfare and in our State occupy a Number 2 position to Royal Wolf. While Wolf are part of a multinational corporation, we are head-to-head with them in Melbourne. We think it laughable that they consider us a serious threat, given that they have resources 50 times greater than ours and handle contracts we could never consider because we could never finance the stock. But they do sell and hire at the small-order level (which is our bread and butter) and in this niche we leave them for dead as far as customer service goes. So the battlefield we fight on is the small-order market (orders of 1 – 5 containers). The giant of our industry (GESeaco) isn't interested in this level of customer. They deal in contracts of a hundred containers plus. The second biggest (Royal Wolf) competes with GESeaco at the high level, but also sells and hires into the small-order market, and they reportedly consider us a major opponent. Because Wolf is straddling two different markets (high level and low level) their resources are split. Their lack of specialization is in our favour. It means we can fight a guerilla war against them. According to Ries & Trout, in a guerilla scenario (which is when the battleground is small and tightly defined) tactics assume greater importance than in a wide-fronted theatre of war ... tactics take on strategic importance, which is what we've found to be so. Strategically we don't have the resources to battle a multinational, but tactically we can.
 123. We have targeted some of the most respected larger companies in our area and use them as references to prospects.
 124. We probably should though.
 125. We starting to utilizing the strategy of Sun Tzu
 126. We will be using 'force multiplier' this spring season to blitz the market with our info.
 127. When a potential customer asks for a proposal, give both a standard proposal and a better way that is unique.
 128. When in full swing they're will be many marketing tactics layered on many market segments linked to a killer master strategy coming to knock down prospects (targets) from many different angles with a incredibly appealing proposition not available through the competition, or that can be viably "knocked off" by the competition.
 129. When there is an objective to be attained, you will do anything to go over, around or through the obstacles to achieve your goal.

Question 29. Do You Have A Winning Business Strategy You Follow?

Question 29. Do you have a winning business strategy you follow ?

Total: Yes 209, No 472

Additional comments:

1. "Winning" to a degree: solid products and technical support, and good customer service
2. 1 Contact that shall lead to 2. Meeting and information that shall lead to an decision to go on or to buy or to go to 3. A wellness preview, you can meet more people and see all the products that shall lead to an decision to go on or to buy.
3. 1) Sell Margin; 2) High service levels; 3) Referral & vertical integration.
4. 90% of our business comes from professional referrals
5. A business model that basically follows an a.b.c approach. I never change it, I maintain the key performance parameters. Er revenue 100% costs 20% margin 80%. I manage the costs so that the % never changes because I know from the model that if you change the component costs it throws out the balance. Eg telephone bill must be X% of revenue because it shows that cold calling is going on.
6. A planned program, which focuses on our goals and objectives.
7. a) Stand out among employee benefits providers by helping clients succeed in their business. b) Make all marketing, sales, and fulfillment processes replicable, then license to others c) Help clients succeed; in return, earn recurring revenues and profits.
8. absolute honesty in dishonest market
9. Act professionally and consultatively make an effort to understand what the customer's outcomes are, and then share a solution that best helps them achieve that outcome.
10. advertise, train staff to close for appointment, convert prospect to client
11. Advertising and follow-up.
12. Always, always, always work toward increasing the performance of the client's organization; SERVE, SERVE, SERVE
13. As described earlier.
14. As described in an earlier question
15. Ask, listen, think, analyze and explore.
16. Attempting to operate as a team with everyone on the same playfield.
17. Basically. either by making out-bound calls or receiving in-bound calls from ads, if I can ask 35 people a day a basic qualifying question, my business will become ultra successful.
18. Be as visible and contrarians as possible.
19. Be better than your competition
20. Be first.
21. Be the first with the most and never give up. Take a customer , tie it up for a long time and your competitor loses interests. Intense follow up in all aspects
22. Be the very best with 'personal customer service', and offering an exclusive

Question 29. Do You Have A Winning Business Strategy You Follow?

- product that the competition can't copy.
23. Be totally professional, no compromises. No marketing or sales that appear to prostitute, cheapen, etc., on our primary service.
 24. Become the most interested in our clients and do more to help their business than they would have ever expected any supplier to do for them.. Treat them honestly and with respect. Over deliver on your promises. Get them to be cheerleaders for us and provide us referrals.
 25. Being everywhere is winning, but for how long?
 26. Both apply -- winning part is targeting with precision the areas to direct mail to
 27. Bring in more money than I spend.
 28. Buy low and sell high enough to make a decent profit
 29. buy what the market ingonres, or which has valuable features the market does not pay for.
 30. By word of mouth, we are getting referrals as a result of the effectiveness of our recommendations in promoting health, even in challenging situations.
 31. Charge more, serve fewer – and deliver results fast.
 32. Clarifying & meeting the customer's real needs
 33. cold call on new businesses and build our referral sources.
 34. Come join us and we will care for you.
 35. Consider strategic fit/opportunity in terms of goals/values when making any operational decisions – keeps us focused but not to the detriment of improvement and an awareness of external influences
 36. Consistently deliver technically superior services that better reduce downtime, safety and environmental events than less qualified services.
 37. Consistently track and hold to our core business strategy, however, allowing some flexibility depending on the existing situation and condition.
 38. Continually striving to be better than all competitors
 39. Create value for our customers and earn our money for the value provided in a buying cooperative/arbitrage.
 40. creating an aurora, a buzz, a felling of sacristy about me my time my availability
 41. Creating long term partnerships with key individuals within the film / tv industry
 42. Customers are more important than our product.
 43. Cut out the crap and go for gold.
 44. Dazzle them, while gaining trust and confidence
 45. Definitely need more help on this one.
 46. Develop vertical markets (bubbles) of products, maintain high margins, sell direct.
 47. Differentiate ourselves from the competition. Whatever they're doing that makes them different we're not doing that makes us different and here's how that benefits you as our client.
 48. Do as you would like done to you
 49. Do don't tell
 50. Do the best possible job for the client
 51. Do what everyone else doesn't do, do it better, and do it when you said you would do it!

Question 29. Do You Have A Winning Business Strategy You Follow?

52. do whatever it takes to attract, amaze and enthuse our prospects and turn them into raving advocates asap
53. Earn a living by doing something I enjoy, and make money while helping others live a better life
54. Emotional direct response marketing
55. ESTABLISHING A REPUTATION OF BEING THE BEST.
56. Event based marketing. Bring expert in from out of town. Build urgency without hype.
57. everything mentioned above combined with customer service
58. Exclusive products - and I'm adding my own affiliate program.
59. Expert Positioning
60. Find a seam and mine it. Do things that are too difficult for others, there is less competition and better pricing.
61. First determine what problems, fears, needs and WANTS members of specific niches have. Then create services and products to satisfy their wants. And build long term relationships with them by helping them solve one problem after another.
62. First to Market, Highest value, Lowest price
63. First to Market, Highest value, Lowest price
64. Focus on moving to new products and markets quickly-be adaptable
65. Follow up. Then do what you say you are going to do.
66. From a business development standpoint, we work the sales pipeline and try to be honest on what's closing in the next 30 days.
67. Get the job done. Analyze its statistic, if it has a good trend don't change anything. If it's a low one, find out what's wrong and fix it.
68. Get very clear on our mission/purpose, hire the best people, provide excellent service, track quality and satisfaction, turn that into referrals.
69. Give extra value, build relationship with customer,
70. Give the families what they want at a great value.
71. Great Customer Service / Outstanding Value
72. Haven't seen results yet – as mentioned, business just started end of last year.
73. Haven't worked one out yet
74. Help my customers solve a problem and become their friend while doing so. Genuinely care about customers.
75. Help organizations and individuals do more with what they've got. We increase the capacity of organizations, businesses, and individuals...we help them do more with what they've got...Through: Education (Strategic / Leveraged)How can they (personnel) do more if they don't know how? Re-Organization (Structural Dynamics...Strategic / Leveraged)How can they do more if the structure doesn't support / let them?
76. Help people & trust.
77. Helping clients develop and communicate their core story
78. hope and faith
79. host/benefit
80. I am always available and on call and have quick response to customer's

Question 29. Do You Have A Winning Business Strategy You Follow?

- requests
81. I am basically following the sales and marketing strategies outline for me by my payment processor
 82. I am unclear as to the distinction between all the different types of strategy that you are asking about.
 83. I believe that sending out a weekly Bulletin by email discussing my unique offering keeps my name in front of prospects and shows my enthusiasm for the service I provide.
 84. I can't tell yet if it's a winning one
 85. I definitely expect my business strategy to be a winner. Time will tell.
 86. I don't know if its winning yet but create something that no one else has and exploit it and meantime create something else that no one else has.
 87. I have a schedule that I follow everyday and I am just here to contribute to the client and if I can't help them I tell them that I can't
 88. I have a structured approach to sales and marketing that I have enhanced thru the years as I learn more
 89. I have yet to find out if it will be a winning business strategy.
 90. I personally will try to get pain indicators from prospects, will gather as much information about them personally, and will go for a "no" to determine if I should spend more time on them.
 91. I think the USPS rep host beneficiary is successful , yet not enough.
 92. I try to position myself as the " tiffany " of my industry as opposed to " walmart " so I am able to charge more for my work.
 93. I use a 4 pronged approach to market to a large and growing marketplace.
 94. I use the slippery slope concept. Start out by offering something free and once they are a customer, then going for the sale.
 95. I will offer a free mini consultation to see if I can identify any hidden assets from a marketing standpoint...if there are, I would propose that the business owner engage my services.
 96. I'm doing what nobody else is doing.
 97. I'm in the process of developing it now..
 98. I'm not satisfied in this area.
 99. I'm trying to implement Jay's strategy and tactics but we're just starting
 100. I'm unique in the market place, define what I do in terms of client needs, and charge a lot for what I do.
 101. I've already describe it.
 102. Identify 'ideal' clients make a program where I can reach a finite number as quickly and cost effectively as possible keep working and measuring my plan/results adjust accordingly.
 103. Identify and acquire technologies that will have a fundamental impact on business, industry and government.
 104. If is has not worked in the past don't use it. If it has worked in the past, use it again or use it until it does not work anymore.
 105. In our industry, most realtors market themselves individually; our company does the marketing on behalf of our realtors.
 106. intrigue, involve and upgrade

Question 29. Do You Have A Winning Business Strategy You Follow?

- 107. It is education of the marketplace
- 108. It is not winning – it used to until the economy went in the toilet. Prior to that it worked. Our strategy is to get new customers through direct contact or direct referral and then follow-up with invitations to other events in their area along with planned mailing 2-4 times a year featuring new prints or special sales of existing prints
- 109. It is providing superior service than our competition at a better price.
- 110. It's more a trial and error, experimenting thing
- 111. It's presently being planned to make use of as many different pillars as possible to ensure that the business continues to grow.
- 112. It's still being tested, but a combination of classified ads referring to my website offering a free course, and follow up by DM (e-mails) (But this is method, isn't it?)
- 113. Just identifying. But preeminence is the key
- 114. Just started, haven't come to that stage yet.
- 115. Keep things sweet with the seminar presenter
- 116. Letters of referral from satisfied clients
- 117. Listen, Do it, or effectively Refer it.
- 118. Locate our stores in high tourist CBD locations
- 119. Making my clients successful will assure my success
- 120. Message that is unique.
- 121. Mine
- 122. More knowledge and develop skills. This has allowed me to gain more results for clients
- 123. Never stop fighting
- 124. No, we are continually learning
- 125. None presently winning.
- 126. Not per se
- 127. Not really, other than what I have already described. Bring traffic to the web site, develop a relationship of trust and keep offering quality solutions. Am I off base here?
- 128. Not sure – some ads have worked – others haven't
- 129. Not tested yet so we don't know if it's a winner or a dud
- 130. Not yet...still trying to work out the kinks.
- 131. Offer a way to: Help yourself, Help others and Make Money
- 132. Offer free software on web site
- 133. Only offer something that is good for the customer.
- 134. Our key winning business strategy begins once the new patient comes into our practice. We concentrate on making sure we understand what they perceive their problem to be and then educate them to what our service is and how it helps them to achieve their health goals in a way they may not have considered in the past. Since our approach to health is wellness based as opposed to sickness based, we spend a lot of time educating them to the benefits of taking care of their body from a wellness viewpoint. Once they understand the wellness concepts and attitudes, they usually choose to participate in our care at a more significant level than they would on a sickness based level. This has helped us to

Question 29. Do You Have A Winning Business Strategy You Follow?

- create a practice with a PVA (patient visit average) of over 120.
- 135. Our work product is superior in the industry
 - 136. Out-deliver and out-price the competition.
 - 137. PACKING DEMONSTRATIONS - One Saturday each month we do 90 minute packing demos in the shop, showing how to pack, but also featuring packing aids and travel accessories we sell. Originally advertised, but found word of mouth brought as many people as ads. WARRANTY REPAIR CENTER - We do repairs and Warranty Repairs on all Brands of Luggage. Many people are referred to us by manufacturers when they inquire about warranty service.
 - 138. Past tense, what worked 2 years ago is no longer working.
 - 139. Pay-by-results payment terms.
 - 140. performance expertise and knowledge
 - 141. Persevere
 - 142. Personal Service on the Internet . Lead Generation through various Modes. USP Risk Reversal. Creating Huge Higher Perceived (and actual) Value
 - 143. Personalized hands on service with a win/win/win attitude
 - 144. Positioning us as a company that fully understands the challenges and problems of growing an entrepreneurial company.
 - 145. Preeminence...get to the intended prospect first.
 - 146. Preferred source.
 - 147. Price it competitively. Provide superlative service. Always go the extra mile. Take care of the client.
 - 148. Produce great products
 - 149. Profit sharing with office and regional management
 - 150. Promote people and they will promote you!
 - 151. Promote to top 800 realtors in as many ways as possible to they understand that we are best option and start using us for their loans
 - 152. Provide good quick service
 - 153. Provide more than people expect and give better service than people have ever had before
 - 154. Provide products that our clients need to make their unique products with competitive pricing.
 - 155. Provide the valuable information and service that the larger companies aren't to the high value clients.
 - 156. Quality products and resource companies punctuated with excellence in service to our customers.
 - 157. Referral marketing/strategic alliances/centers of influence
 - 158. Sell products I believe in that fit in my niche, that are profitable to sell by mail.
 - 159. Separate ourselves from the rest of the chiropractors and medical approach by using corrective care.
 - 160. Serve the client by giving them advice that is in their best interest and go for long term relationships, not short term gains.
 - 161. Simply list real estate at the right price that it will sell.
 - 162. Speak to people and give them an experience of coaching
 - 163. Speaking the languages my clients speak

Question 29. Do You Have A Winning Business Strategy You Follow?

- 164. Start with the end in mind, ie when and how will I exit the business, who will I play with, what is important to me and who else finds that important.
- 165. Still struggling with difference between this and the marketing strategy. Am working on it in my mind as I do this questionnaire.
- 166. Strategy is recently and still in development, would be premature to call it a winning business strategy.
- 167. Tailored pitches and screening potential clients carefully for problems
- 168. Talk to referral agents about their subject not mine. Get to know what makes them tick.
- 169. Technology Leadership
- 170. Tell a story based on Clients benefits.
- 171. Testimonials from big shots my Key customers respects
- 172. The benefit for the customer must be superior
- 173. The business strategy is to use the tactic of LIST Building and providing a good service that includes full risk reversal.
- 174. The company grows by opening additional centers. A new center is not opened until the previous addition is operating in the black. The company has no debt, substantial cash reserves and very high margins. All aspects of operation are financed from current cash flow. New locations are identified after many discussions with current Case Managers. From them, we learn where the growth in new cases is centered, where underserved areas are located etc. When a new center is opened, sufficient funds are allocated to ensure stability while it is building its business.
- 175. The concept is valid, but the early phase of the business cycle is tough as I just began 1 ½ years ago.
- 176. The customer comes first and to give best customer service.
- 177. The Golden Rule.
- 178. This is embarrassing
- 179. Time will tell if my “funnel” effect will take shape
- 180. To be available and visible in the community
- 181. To be the only provider of our Risk Reversal strategy
- 182. To become the expert and the best offer in the Beauty Aids category in the mass merchandiser's channel
- 183. To build our company by innovating our services constantly and always striving to improve our marketing strategies.
- 184. To build up our sourcing company, then start buying other distribution business, invest in the supply chain, to become the biggest distribution business in Pacific Rim.
- 185. To buy houses wholesale and then sell them for the long term cashflow at retail.
- 186. To deliver Results in Sales, 1st Identify what is stopping the people from being effective in Sales or Management, 2nd set expectations for action and hold everyone accountable to commitments, 3rd define and deliver required training, 4th Develop the Management Team, 5th Recruit and Hire Talent, 6th Position the company and its Message, and 7th Retain Profitable Clients.
- 187. To find out what our customer wants
- 188. To help top management get control of the processes they use to develop

Question 29. Do You Have A Winning Business Strategy You Follow?

- software.
- 189. To provide a unique marketing system to businesses up to \$50M in revenue in the NY metro area
 - 190. To provide the best business culture, education, and product in the niche with the best proposition by far for the consumer to take advantage of.
 - 191. To treat my customers like old friends and family.
 - 192. To work closely with my clients in a fair and honest relationship so that it builds confidence and trust between us.
 - 193. To work with limited number of clients so that we are 100% certain that we are able to meet their 100% of their needs, 100% of the time.
 - 194. Today, we realize we do not have a winning strategy. Thus, that is what we are in the process of re-defining.
 - 195. Too early to determine yet.
 - 196. Treat our clients with dignity and respect. Make them a part of our team.
 - 197. Treat people the way I want to be treated.
 - 198. Treat the customer well, provide the fastest delivery, good prices (although not necessarily the lowest) and provide all the information the customer needs to feel good about the order. Turn the customer into a client that refers us when we are not there to refer ourselves.
 - 199. Try and test every strategy we find out and keep using it until it works
 - 200. Two step selling
 - 201. Under development
 - 202. Under promise over deliver is what is supposed to always happen
 - 203. Understand what your customer wants and its value to them. Identify gaps in the marketplace between what is demanded and what is available. Fulfill those gaps where it is feasible given the resources at your disposal.
 - 204. Understanding the client and his business - empathy
 - 205. use direct mail, trade shows & industry publications
 - 206. Use past successes as reference sites and use this as credibility for Telecanvassing
 - 207. Use the usp to define us compared to our competition:
 - 208. USP advertising, classifieds, editorials, direct mailout cards, monthly magazine
 - 209. We are achieving mixed results given frequency and number of changes we are facing.
 - 210. We don't mind where you buy your equipment, just give us the chance to educate you and help you make the best choices.
 - 211. We educate our clients.
 - 212. We had a winning strategy with our first business which was to provide good products and service and listen to the needs of our clients. Word of mouth from satisfied customers was priceless.
 - 213. We have been in business for 18 years so we must be doing some things right.
 - 214. We have started a partner program 2 years ago and not 85% of our business is coming in from them.
 - 215. We have tried to implement the Pierre Morency method. However we seem to get distracted by other events.

Question 29. Do You Have A Winning Business Strategy You Follow?

- 216. We shall see as time goes on
- 217. We support everyone. (For example, our web site, www.PocketPCmag.com, contains an up-to-date well-categorized listing of the best Pocket PC web sites).
- 218. We take away the problem from our clients and take care of it from start to finish
- 219. We think so. Provide overwhelmingly good service at a perceived fair price. Generate repeat and referred business. Develop complimentary offerings. Hire first class employees that have a stake in the company. Have a lot of fun.
- 220. We try to implement this business strategy
- 221. We working on testing and developing this!
- 222. Well, since I'm not satisfied with my business, guess it isn't winning. That's why I invest my time in this in the first place.
- 223. What does the customer want in our niche market and make or supply that product and a competitive price.
- 224. What I do work but I want to improve on it.
- 225. When customers come in we walk them through the shop and describe all the machines and how they work.. This gives value to our product and justifies the cost for them.
- 226. When I had a thriving real estate business, I developed a company image of being an assistant buyer rather than a sales organization. I intend to do the same in m new venture. Just help the client do what they want to do.
- 227. Whether or not it's a winning strategy, we strive to be as open and honest as possible with our clients. If we see them heading down a path that we know will likely end in problems, we try to nudge them toward a different course of action.
- 228. Winning in the sense that I manage to make myself a small living, but in terms of what I'd like to define as success, there is no real strategy
- 229. Word of mouth.
- 230. Yellow page advertising; referrals
- 231. Yes and no – things that work sometimes stop. Then things that didn't work now start to work. Keep trying different permutations and combinations.
- 232. Yes and no. I think it's winning, but time will tell. The strategy is to position myself as a "technology translator" – helping business people who don't understand technology communicate in strategic terms with technology people who don't understand the business.
- 233. You can only succeed in life to the degree that you help other succeed!

Question 30. How Do You Communicate Your Marketing Strategy to the People Who Work for You?

Question 30. How do you communicate your marketing strategy to the people who work for you?

1. I do not have anyone below me, yet.
2. Just tell the staff what the big goals are
3. We have excellent web pages...go to www.tonykent.com and then follow the links to trivita. then we do 3 way phone calls a lot
4. Monthly staff meetings
5. Advertise, Advertise, Advertise, FOCUS
6. All the time, in answer to any question, I stress the point: "we are HONEST" no matter what the situation. Therefore people if not sure how to act, sometimes check with me if in a special situation they are also supposed to be honest. The answer is always the same: we are honest.
7. ALWAYS COMMUNICATE SPECIAL PROGRAMS AND TRAINING TO MY PEOPLE.
8. Annual company meetings, regular internal newsletter and via emails and memos.
9. as a company with only 10 employees we constantly meet and talk about it & invite feedback & encourage openness and sharing of experiences
10. At weekly business mtg
11. badly
12. Basically let them know what type of advertising is going to be used in the next month.
13. Be their for our clients...Don't just try to make a buck, but help them as much as you can.
14. Because we are only 3 full-time staff, communication is informal and verbal – but the crux of what was discussed always confirmed in writing.
15. Because we are only 3 full-time staff, communication is informal and verbal – but the crux of what was discussed always confirmed in writing.
16. Bi-weekly meeting. Brief them what directions should we go.
17. Board meetings and informal meetings
18. Board meetings, one on one, flyers.
19. By continually discussing and asking for feedback from our core people.
20. By discussing business opportunities / tactics at regular meetings
21. By doing it.
22. By example
23. By example and by discussion and learning
24. By phone & email
25. By regular meetings
26. By sketches and conversation. Sometimes show analysis of possible solutions and the benefits of each that lead to one best choice.
27. By telling the agents that they want to separate themselves by knowing all of the services/Payment Options that we offer so they can become more of a cash flow expert, and earn the trust of the prospect.

Question 30. How Do You Communicate Your Marketing Strategy to the People Who Work for You?

28. By Training in office.
29. By weekly meetings.
30. Casually but consistantly
31. Communicate by word of mouth. This is expensive in terms of time. This is mostly educational.
32. Conference calls
33. Conference calls and mailings
34. Consistently reminder them and importing it into every thing we do, letters, emails, answering the phones, etc.
35. Constant briefing by e-mail. Every partner and every person that works with my clients get's by e-mail constantly briefed on everything i do, think about and hear from my clients. Open communication. That works good.
36. Constant meetings
37. Constantly
38. Constantly reinforce to service our existing clientele
39. Conversation, email, accompany the president on select sales meetings.
40. CONVERSATIONALLY
41. Currently I only have 1 part time person 2 days a week to help out. I've shown him through examples of working with my clients/prospects and he's caught onto it very quickly.
42. Daily and weekly meetings
43. Daily lunch meetings.
44. Description of guiding principles.
45. Develop a sentence
46. Different meetings.
47. Difficult, as they are independent contractors who think they are completely capable on their own, and don't need to listen to me.
48. direct communication by email
49. Directly.
50. Discussion
51. Don't (7)
52. Don't have a marketing strategy.
53. Don't have a strategy, however do ask employees to be courteous and assisting to patients
54. Don't have any employees-can't find a decent salesperson.
55. Don't have anybody working for me.
56. Don't have to anymore. They all know what their jobs are.
57. don't know
58. Don't really, just cold call and work referalls.
59. during meetings with training
60. Each people has one account internet. I inform everyone via e-mail.
61. Easily
62. Email, talks.

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63. Email, Weekly Items of Interest, Town Hall Meetings
64. Email.
65. Emphasize responsiveness and client satisfaction all the time.
66. Ensure all staff know of the importance of consistent technical excellence, aided by the implementation of a certified quality system.
67. Enthusiasm for DRM
68. Establish credibility, gain trust, educate, find out problems/goals, show how I can help, and ask for the business.
69. Every professional alliance I form is based on the mutual commitment from both parties to client service and excellence. If a potential partner is not 100% committed and capable of delivering on the expectations, I will not do business with them. I guard my reputation with my life.
70. Explain my vision, then follow by proven cases.
71. Face to face in meetings, trying to ensure that when the message and strategy is shared with our employees, that they also not only understand, but that they also truly agree and buy-in. There must be a high level of mutual bonding on the strategy. Otherwise it's just lip-service from the management.
72. FACE TO FACE. Whose business strategy do you most admire and why?
73. Generally don't. Only those in direct marketing positions are kept abreast of latest developments in the market. It's a small team so we just generally share as we feel the need.
74. Generally through face to face meetings.
75. Get up and get going.
76. Give exceptional service to all.
77. Give them access to Jay's materials
78. Go sell!
79. good question?????
80. Group meetings each month or so, individual conversations/conferences
81. Hard copy, group discussions, accountability
82. Have a meeting a couple of times a week to see what they are doing and how we can improve
83. Have built a core story for use in communicating with all participants in my business
84. Have no people.
85. Help them get as many leads as possible. Encourage them to search the internet for others. I Have a very generous commission schedule as well.
86. HELPING THEM TO EMBODY IT.
87. Hmmmmmm. By DOING it (???). Maybe not very well!
88. Hold weekly team meeting where ideas are discussed and worked on
89. I am a one man army
90. I am a one man company.
91. I am having my partners read your book –Money-Making Secrets
92. I am IT! One of my principles understands what I am doing. The other one doesn't, and doesn't care as long as I deliver bums on seats ... That is our sole criterion, really ... Bums on seats!

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- 93. I am the ONLY employee
- 94. I am the only employee.
- 95. I am the only one
- 96. I am the sole employee so far.
- 97. I discuss the defacto strategy with other consultants I work with on individual cases.
- 98. I do not have people working for me, right now.
- 99. I do not regularly do it.
- 100. I do not yet have any employees, but since I make my customers work for me, I tell them how I think that they might benefit from what I am giving them, that works.
- 101. I don't (9)
- 102. I don't actually have anyone working for me.
- 103. I don't have a strategy.
- 104. I don't have any employees
- 105. I don't have any staff.
- 106. I don't have anyone working for me... yet.
- 107. I encourage them to promote the Line Item Veto and its value to our clients as a further insurance against risk (the first being fixed pricing).
- 108. I explain to some of my sales colleagues some of the marketing approaches I've tried.
- 109. I give them your book 21 Ways and explain the psychological principles of the marketing tools. I refer then to www.marketingtips.com
- 110. I guess I don't communicate the marketing strategy . I just decide what is going to be done
- 111. I have no employees
- 112. I have no employees
- 113. I have only one part-time staff member in addition to myself.
- 114. I haven't heard an overall marketing strategy communicated to me yet.
- 115. I just do everything myself.
- 116. I lecture too much. But I am a very good communicator. This area though is a constant struggle.
- 117. I often held a company meeting
- 118. I only have an assistant/bookkeeper, I try to let her know what and why we are doing, but I do not spend a lot of time at it.
- 119. I share the vision of what I want to achieve and also how I would like them to reach out to the market.
- 120. I tell them that they expect me to tell them that I have a great product. I explain that through the day they will have past clients come to their station that they don't have to tell them about Elva's Jewel Joy, that they have used it for years and that they love it. They are to answer that we love our Elva's Jewel Joy clients. If a new customer has questions or doubts about the cleaner, ask if there is a customer in the crowd? Tell the new customer to ask them about Elva's Jewel Joy. That you will have the past customer tell how wonderful it is. Most important, listen to the customer and learn why they like it. This will let you know what to tell

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- the new people.
- 121. I tell them.
 - 122. I think so.
 - 123. I think when I have the strategy, it will be through the the weekly meeting, in company literatures.
 - 124. I will tell them to practice their scripts prospect everyday with intencity and always's be there to contribute or try to help the client
 - 125. I work alone
 - 126. I work alone.
 - 127. I'm alone
 - 128. I'm alone in this
 - 129. I'm it. I try to talk to myself now and again, but my family looks at me weird when I do
 - 130. I'm Self employed with no employees - yet
 - 131. I'm still refining but I'm putting together a system to follow.
 - 132. I'm the only employ
 - 133. In both regular and informal meetings with staff in each center.
 - 134. In development
 - 135. In meetings
 - 136. IN meetings when scheduled although not everyone is at the meetings.
 - 137. In monthly company meetings and through e-mail
 - 138. In my stationary and in every meeting or communication we have.
 - 139. In person and by sharing our strategy in writing
 - 140. In person, by phone or voice mail.
 - 141. In person.
 - 142. In the works, but through a newsletter, employee manual, and verbal communication during training and evaluations.
 - 143. Incessantly
 - 144. Informal staff meetings and modeling
 - 145. Inhouse workshop
 - 146. Involve them in implementation projects, train them in the how & why, ensure operations manuals reflect/support these strategies
 - 147. Irregular discussions
 - 148. It is devised with their inputs
 - 149. It is integral to everything we do.
 - 150. It is just me doing sales and marketing
 - 151. It is only my partner and I . I am having a challenge getting across the "Jay " mindset across.
 - 152. It's just me. My communication with myself IS lacking.
 - 153. It's just the two of us, and we talk regularly.
 - 154. It's pretty basic yet teach salespeople how to prospect for new business and build a listing inventory.
 - 155. It's just me. Rest are in production.

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- 156. Just beginning
- 157. Just do it .
- 158. Just me
- 159. Just me and the seminar presenter, via email
- 160. Just the basics of being cheerful, friendly, interested, professional,,,
- 161. Just the concept, the thought-out program dazzles the people I hire to do jobs for me.
- 162. Lets service the customer at a profit
- 163. Live it, breathe it, demonstrate it, demand it.
- 164. Lots of meetings and email. Note that there is a lot of give and take so people buy into the strategy.
- 165. Mainly through the sales meeting.
- 166. Mainly verbally... not much in writing
- 167. Management meetings
- 168. Many ways, as appropriate
- 169. Meet weekly, monthly, quarterly, annually
- 170. Meetings (7)
- 171. Meetings , news letters and just in general conversations. Also give them our marketing materials to study.
- 172. Meetings and creation of a manual this year
- 173. Meetings and give them copies of outgoing promotions
- 174. Meetings and have them think in a customer / supplier mindset with fellow employees (internal customers). Recognize that if the internal customer is not happy the external customer will not be consistently be happy.
- 175. Meetings and pep talks
- 176. Meetings and written literature.
- 177. Meetings every other week
- 178. meetings, and stress there is no such thing as a dumb question, so ask, ask, ask
- 179. Meetings, presentation, emails, newsletters, snail mail, video conference, learning conference/training
- 180. Meetings, review sessions
- 181. Meetings, Talkings at dinner and Phone and emails.
- 182. Meet-Meet-Meet-Meet! Train-Train-Train!
- 183. Memos and meetings
- 184. Memos, conf calls, qtr business reviews , annual company meetings
- 185. Mkt plan, team meetings, take extras on sales calls
- 186. Monthly meetings
- 187. Monthly Sales and Marketing regional meetings. Inhouse magazine
- 188. N/A (66)
- 189. N/A – do not have employees (8)
- 190. –N/A although I think this is very important and I very rarely see this done successfully at any of my clients.
- 191. N/A at present. For referral sources as No 29

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- 192. New venture.
- 193. Newsletter and training
- 194. Newsletter and training
- 195. Niche marketing that creates customers who want our product / service.
- 196. No (12)
- 197. No communication (2)
- 198. No employees (22)
- 199. No marketing strategy in place.
- 200. No people yet. But when I had a going business, I did it through example, instructional meetings and individual counseling.
- 201. No strategy
- 202. No strategy
- 203. No strategy in place
- 204. None (10)
- 205. Not all the time. It is piece meal
- 206. Not applicable (8)
- 207. Not as well as I would like to.
- 208. Not being done at present
- 209. Not effectively
- 210. Not effectively, yet.
- 211. Not enough
- 212. Not happening yet, but I will have meetings with myself and take notes or minutes and provide any one else working with me or venturing with me with this information and a weekly meeting to keep things moving on track and moving forward
- 213. Not relevant
- 214. Not sure
- 215. Not sure how to answer.
- 216. not well
- 217. Not yet
- 218. On my own.
- 219. One on one at present. This will be supported by policies and procedures consistent with our vision (above) with a written mission statement that follows our USP's.
- 220. One on one meetings. Get them involved in the planning and implementation.
- 221. One on One, Monday morning staff meetings, followed by Bible readings and Prayer. Leading by example.
- 222. One-to-one. (3)
- 223. Only one person works for me part time and we meet regularly
- 224. Orally in formal and informal meetings, and with powerpoint presentations.
- 225. Orally, during internal meetings, and through our intra-net electronic network.
- 226. Other than being nice to clients no
- 227. Our firm is small enough, so we're all on the same page since we communicate

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- daily. As the firm gets larger, it would be nice to know how to communicate marketing strategies.
228. Our marketing department communicates this typically once a year.
229. Owch. Nope.
230. PAINT qualities - Professional Attitude, Integrity, Neat, Timely; emphasize quality work
231. Partnership - we talk - a lot!
232. Periodic workshops.
233. Person to person, as it is a small group.
234. Personal communication
235. Personal communication and by getting them totally involved in the process to ensure that their commitment will ensure their willing participation and ideas and accentuating the absolute benefits they would reap if the company achieved its strategy through successful execution
236. Personal meetings and email newsletter.
237. Personal time, one on one passing on my passion and excitement for the business
238. personally on an everyday hands-on basis
239. Personally sharing the vision
240. Poorly
241. Poorly
242. Poorly up to this point. Am endeavoring to turn that around right now.
243. Probably my weakest link although our leadership team and sales team are all on side. We plan to drive our message down through training and workshops.
244. Quality is job one
245. Quality product and clients satisfactions
246. Quarterly management meetings, Weekly update newsletters
247. Quarterly Management Review Meetings.
248. Regular discussion and brainstorming of ideas.
249. Regular discussion and training
250. Regular meetings
251. Regular meetings with all personnel, coaching of middle and lower management
252. Regular meetings, on-going training
253. Regular staff meetings.
254. Regular weekly meetings
255. Regular weekly/monthly /quarterly meetings
256. Regularly share with them where the industry is going and where we need to be
257. Review GOSPA.
258. Right now there are just two of us – although we are in the process of expanding – so this question doesn't necessarily apply to us.
259. Sales meetings, e-mails. flyers
260. Share the referral angle.
261. Show them it's a better product, stronger, will stand longer, more cost efficient

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- (now and later), etc.
- 262. Show them what I do and make sure that our data base is correct and up to date
 - 263. Simple but clear and concise. Step by Step explaining all the reasoning behind it. The _roprietary information regarding formulations and the like is withheld.
 - 264. Simple meetings
 - 265. Simply by telling them, involving them, inviting them to creatively shape & form & evolve the strategy.
 - 266. Simply release information to the clientele
 - 267. Sit down and explain
 - 268. So far not so well
 - 269. Sole trader
 - 270. Sometimes
 - 271. Sometimes
 - 272. somewhat
 - 273. Speech – actually only employ people from time to time.
 - 274. Staff meeting (4)
 - 275. Storytelling.
 - 276. Strategy meetings
 - 277. Strategy meetings, and when discussing specific opportunities.
 - 278. Talk a little
 - 279. Talk about it and practice it all the time.
 - 280. Talk about the product USp
 - 281. Talk, we're a small 2 person group.
 - 282. Target advertising.
 - 283. Team work basis and total involvement by team members.
 - 284. Tell them (2)
 - 285. Tell them directly verbally
 - 286. Tell them the END result and work backwards
 - 287. The credo is on paper; it's up to them to develop their own style, while maintaining the company's integrity
 - 288. The information is communicated to my downline through voice mail, company newsletters as well as regional and national conferences. There are also national conference calls as well
 - 289. There are not enough for this to be a problem.
 - 290. There are only 2 of us . We talk or write documents and email to each other.
 - 291. There are only 2 of us and we create it together.
 - 292. There are only a few of us and the marketing is all on my shoulders.
 - 293. There is just the two of us - working together. We have weekly business & strategy meetings.
 - 294. There is only two of us.
 - 295. There's only one – and he's my son. We talk all the time on how we can do every facet of our business smarter, not harder.
 - 296. They are an integral part of our strategy and we meet weekly to discuss the value

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- they add to our business.
- 297. They are taught what are goals are and why we do what we do
 - 298. They do not want to be involved in marketing and are hesitant to tell others about our courses
 - 299. They have summary of business plan and we meet to discuss on a monthly basis
 - 300. They have well defined responsibilities
 - 301. They only do the tutoring – reluctant to do any marketing
 - 302. They receive a copy of the marketing plan, and we meet regularly to discuss issues.
 - 303. They understand that the primary means by which we get new projects is by doing a great job on the current project (which paves the way for follow-up work). Because our employees want continued work (we pay MUCH better than our competitors), they have incentive to actually help sell additional projects.
 - 304. They will help plan it
 - 305. They're involved in the education of clients as well
 - 306. Through 'workshops' with team. To some extent we generate the tactics together having explored and got clear about the strategy some time ago.
 - 307. Through bi-weekly meetings
 - 308. Through casual conversation, nothing formal. That should probably change.
 - 309. Through constant communication such as face to face meetings.
 - 310. Through conversation
 - 311. Through email, letters, National Conference Calls, Rally's and nationwide seminars
 - 312. through examples
 - 313. Through informal individual training and company-wide meetings.
 - 314. Through manager and through example
 - 315. Through meetings
 - 316. Through meetings , conferences , internal newsletters and training
 - 317. Through meetings and in writing.
 - 318. Through regular meeting
 - 319. Through the product division intranet site. But there are no corresponding hardcopy or personalized mail to the marketers to make them aware of the fact that there's been a major overhaul to our marketing strategy!
 - 320. Through the written word and personal training
 - 321. Through training.
 - 322. Through weekly training meetings, but I must admit it is done intermittently and irregularly.
 - 323. Thru conference calls weekly & thru emails
 - 324. To people I work wih yes...
 - 325. training
 - 326. Training and instruction
 - 327. Training, the outlines, the books I mentioned , daily training session, supervision, fields trips, joint calls, having them interview prospect and customers to do brief write-ups and cases studies, homework

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- 328. training, verbally, email, tele-conferencing
- 329. Turn them into customers. Explain my ethical approach to business and the mutual feelings and respect I want in my business. Explain why I do things and why I don't do other things.
- 330. UH? WHAT PEOPLE?
- 331. Unorganized. We let the sales team know when and where an ad campaign is going to be released.
- 332. Use case studies to train people
- 333. Use the material provided by the greg newton seminar and use our literature and case studies to illustrate
- 334. Verbal - communicating past results
- 335. Verbal and printed
- 336. Verbally (11)
- 337. Verbally and by example
- 338. VERBALLY AND PERSONALLY
- 339. Verbally and sporadically.
- 340. Verbally and with the use of file photos.
- 341. Verbally and with written explanations.
- 342. Verbally as well as Jay's Tapes and Books...
- 343. Verbally, e-mail, conference calls.
- 344. Verbally, in writing and in face to face discussions.
- 345. Verbally, internal documents
- 346. Very difficult. Try to do this through both my actions and by explaining decisions to staff.
- 347. Very rarely
- 348. Via e-mail discussions and weekly meetings.
- 349. Via presentations made at the department's off-site.
- 350. Via weekly meetings, reading assignments, audio and videotapes, and seminars.
- 351. via year plan on paper
- 352. voice
- 353. We all listen to tapes and prescribe to Chet Holmes theory of policies and procedures
- 354. We all tend to be in on whatever marketing is going on.
- 355. We all work together almost every day so I just tell them about the ads we've run.
- 356. We are a small office so we talk & send around memo's for review.
- 357. We are a very small company and communicate directly to all people involved whenever needed.
- 358. We are still small and we are thinking to grow more and become bigger, now.
- 359. We are trying to attract more people from here or there by making a presentation or sending brochures
- 360. We clearly explain our marketing goals objectives, and we review the marketing people's job and performance to make sure they are moving the company towards its goals and objectives.

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- 361. We collaborate with agents who provide contracts and do their own marketing and the vision and goals have been shared through meetings but they continue to do things their own way.
- 362. We concentrate on personalized service and an understanding of the technical complexities
- 363. We develop and review individual smart objectives with staff every 12 months. Smart objectives are linked to our business plan and business and marketing objectives.
- 364. We do a very poor job of this. We need to first spend time developing a strategy to communicate.
- 365. WE don't
- 366. We don't in general -
- 367. We explain what we are trying to accomplish face to face.
- 368. We have a small operation. Communicating market strategy is not a major issue.
- 369. We have informal meetings to discuss the direction of the business
- 370. We have meetings twice a week in the office.
- 371. We have no employees and the marketing strategy is communicated through understanding to the President/ Owner. It is not articulated in any document. Clearly, this is not good no matter how few employees you have.
- 372. We have periodic staff meetings where we discuss new tactics we have developed to the strategic level. An example of this is the standardizing of our phone-answering. Every person in our organization answers the phone the same way, and has been trained in the process of handling message taking. All messages taken pass through to the Call-back Cop who then ensures all messages are responded to on the same day.
- 373. We have secure communication set up with a marketing forum that deals only with what the people think, feel or wonder about marketing.
- 374. We have weekly meeting now to try to take the stops people have to using my service out of the practice.
- 375. We have workshops and educations
- 376. We hold a Team Meeting every Monday to review our strategies, tactics, and direction and we discuss our marketing approaches and results with the objective of fine tuning and improving our responses.
- 377. We just talk about our strengths. Quality of work, reputation we're beginning to develop and how we can service the client better than the big boys.
- 378. We mainly communicate tactics rather than strategy.
- 379. We meet directly and communicate verbally. We have written documents we also use.
- 380. We primarily tell them that what our customers want they get even though it doesn't make sense always
- 381. We read our purpose statements regularly and they also attend the same seminars that we do.
- 382. We reinforce it daily by conversation and with each and every customer.
- 383. We set strategy together
- 384. We simply tell them when we launch a new campaign
- 385. We spend a lot of time making sure that everyone is on the same page when it

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- comes to strategy, values and execution.
- 386. We talk a lot.
 - 387. We talk.
 - 388. We tell them our plans for our business and why we opened in the first place.
 - 389. We try to get them to love the sculpture like we do.
 - 390. We watch our costs and we are to be pleasant with the customers
 - 391. We will communicate it through meetings and by example.
 - 392. We will when we have employees.
 - 393. We're too busy to communicate our strategy
 - 394. Weekly strategy meetings, monthly wraps, annual review
 - 395. Weekly mastermind meetings
 - 396. Weekly meeting (8)
 - 397. Weekly meetings and regular chats – informal + listserv
 - 398. Weekly meetings to discuss goals and marketing updates
 - 399. Weekly sales meetings
 - 400. Weekly sales meetings
 - 401. Weekly workshops
 - 402. Weekly, Monthly, Quarterly meetings, Annual Marketing Plans, quarterly marketing plan reviews, etc.
 - 403. When fully developed and licensees appointed in place we will present the strategy in a series of interactive sessions and also as foremost part of the marketing manual
 - 404. When I have people working with me, I have found giving them the big picture in words of their reality ie what is important to them, why we are doing this, process to get there, sharing the financials both current and future, acknowledge their roles and how everyone's role adds to the whole ie how their interactions are important, clear job descriptions and behaviour. Be a role model.
 - 405. When the need arises or when new product is being developed.
 - 406. When we look at hiring people we are more concerned about personality versus technical skills. The technical skills are easy to learn in comparison. We instill in them that our business is based on relationships and the better we know our clients the better we can anticipate their needs.
 - 407. With passion.
 - 408. Word of mouth and interface on a continual basis
 - 409. Word of mouth and sharing findings and ideas
 - 410. —word of mouth.
 - 411. Work of mouth
 - 412. Work on defining and clarifying principles and processes in writing. Arrive at final draft through consultation with all stakeholders.
 - 413. workshops
 - 414. Would if we had one
 - 415. Written and extensive conversations.
 - 416. Written reports and meetings
 - 417. Yes (14)

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- 418. Yes all strategies and integrated into our communication channels
- 419. Yes, we began to do this in formal interoffice meetings, and cross selling/upselling has increased as a result